

# Maclean's



## TRUDEAU'S TRIUMPH

Friendship—and  
charisma—rekindled











# Interview

With Professor Marshall McLuhan

He is a tiny, craggy man in tweed who has contributed to the world of the things he is—a 65-year-old ontario and seeing student (typed) English professor a Westerner who has lived most of his life in English Canada, a Baptist turned Roman Catholic. What Herbert Marshall McLuhan does not really resemble is the popular conception of a pop guru: the oracle of electronic media, the celebrated impresario of the global village. McLuhan's reputation was a long time in building. In 1951 his analysis of the technology and impact of advertising in *The Mechanical Media* resulted in stacks of unsold copies. Today, the original editions are collected items. More than a decade later *The Gutenberg Galaxy* won academic acclaim and McLuhan's books (mostly in Canada) since then have made him one of the era's most colonized—and, at times, most misunderstood—intellectuals. When Toronto's *Star* once interviewed him, he was in a large and comfortable house in midtown Toronto, his head was tucked at his dining room table surrounded by gallery proofs of his forthcoming volume, *The City of Quasars*. The new book reflects the interpretive tool that is McLuhan's principal preoccupation these days: research into the operations that focus on the differing functions of the right and left brain hemispheres. In McLuhan's view, the Western world has historically been dominated by the left hemisphere, which is verbal, sequential, intellectual, analytic. Now, today's television generation is far more influenced by the right hemisphere—spatial, emotional and intuitive.



CLARK COULD NOT SIT IN TRUDEAU'S CHAIR AND RUN BOTH FRENCH AND ENGLISH CANADA

**McLuhan:** You say our world is bipolar, bipolar? Left hemisphere and the emerging Third World? It's basically bipolar, but, on the right hemisphere, there is no left. When there is Quasars?

**McLuhan:** The effect of information is not to pull people together. It makes people feel independent when information is available everywhere. Everybody feels that they are able to make it alone. That's maybe an illusion but it happens at the speed of light which is electric speed. Every place in the world is pulling away from every other place. I think there's an article in *Harvard* explaining there are 99 separate movements in Europe. The French are not going down to Canada because the world is now a small place. **McLuhan:** But that's only the electronic world as a very old village.

**McLuhan:** Where is regionalism and separatism being in right hemisphere, which is the plastic world?

**McLuhan:** So, *Right Hemisphere* is of the right hemisphere?

**McLuhan:** Probably most of his thinking is left hemisphere but he's got a real right hemisphere. Most of these people don't think as to what they're in the middle of. That's why the French/Canadian are so divided. They didn't know what they might do in that decision, so they're scared. They say they really can't afford to be separate. They're now saying the opposite. "We can't afford to be divided" and they're saying that if we separated "and we're not par-

ing leg second thought right now about everything. There will be no separation. Then into the hardware because they will not pull out. Psychologically, they're separate already. They have been for a long time. **McLuhan:** Are Trudeau and Levesque center members?

**McLuhan:** I really don't know enough about them. I would say that Trudeau by comparison to Levesque is a Romanist or a stone figure. Whereas Levesque is very right very flexible. But Trudeau is relatively static and stable. Levesque is a dynamite.

**McLuhan:** And very strong, intense. No-nonsense belongs to the left hemisphere?

**McLuhan:** I would have thought that Trudeau was a dynamite in a way too.

**McLuhan:** Well, only compared to the west. You have to be a split person to run the country because it doesn't matter what Trudeau says, whatever he says that we can hear sounds exactly opposite to the French. Because if it strikes to it's obviously no good for them that's all. And they can use our translation in their translation. On the other hand, only very recently bilingual headbutts could do where Trudeau is strong. I mean, Joe Clark is not going to sit in Trudeau's chair and run both French Canada and English Canada. There's no way that he could do it.

**McLuhan:** When Pierre Elliott Trudeau came to power in 1967, as he was running for the leadership.

**McLuhan:** He never came to me at any time. That's a pure myth. Though we love him and we have corresponded. And he does read my work.

**McLuhan:** Is he just one of these natural selection people?

**McLuhan:** You see, TV will not take a face at this to have a mask. That's why the James Connors and the John F. Kennedy were good people for TV because they didn't have a face they had a mask. That applies to Trudeau as well. Trudeau has the mask of an American Indian and it's a potent mask. The American Indian does not have a private face. He has the face of his tribe, his clan. Now, that's good TV. It's called charisma.

**McLuhan:** Cover has not been successful with what you call a total mask but Trudeau is a leader.

**McLuhan:** Yes, but after all he's governing two empires at once. Who can run two widely different countries at the same time? It's like riding two horses and they're not going in the same direction. The ordinary guy today, whether he is married or working or riding two horses going opposite ways. The side job attracts a bond on the left hemisphere but the main attrac-

# Viscount is the mildest

Only one cigarette of the dozens you can buy has the right to call itself the mildest of all. That cigarette is Viscount. Undisputed. Unchallenged.

Viscount achieves this unique level of mildness by fitting a unique, four-stage Polyvent Filter System™ at the end of every Viscount. The filter design allows a surprising amount of flavour to pass through, while going about its sensuous business.



You get the full inside story of Viscount's Polyvent Filter System on the back of every pack. Find out all about Viscount. Buy a pack today.



Canada's mildest cigarette: Viscount.

Warning: Health and Welfare Canada advises that danger to health increases with amount smoked—avoid inhaling. 4 mg per cigarette. Viscount King: 5 mg "tar" 0.5 mg nicotine. Viscount No. 1: 4 mg "tar" 0.4 mg nicotine.



# ROOM WITH VAR-ROOM!

In the past, it was virtually impossible to get performance and room, in a small car.

To get enough room you were forced to sacrifice economy and handling.

To get performance you gave up room. To get economy you had to forgo about performance. A vicious circle.



## How we got all the room.

Volkswagen's scientists, designers and engineers went to work on this age-old problem, and spent five long years planning, testing, and innovating. The astounding result of this massive effort is the Volkswagen Rabbit: an absolutely fresh concept in automobiles.

By placing the Rabbit's engine in sideways, up front, we created loads of extra space for people, in back. We also placed the transmission up front over the drive wheels, for front-wheel drive. This gets rid of the large tunnel which normally runs through the passenger compartment. More room. In fact,

so efficient is the use of Rabbit's "inner space," that a mind-boggling 87% of the car is sheer passenger and luggage space. Which is why it boasts as much headroom and legroom as many mid-size cars.

To make you and your passengers comfortable in all this room, both the Rabbit's front and rear seats are anatomically designed to provide maximum lower back support.

To allow you all to get in and out easily, without crawling all over each other, there are five doors, including a hatchback.

To give all of you a clear, unobstructed view of what's in front of you, beside you and behind you, there's almost 26 square feet of glass. (As much as a Lincoln Continental Mark IV.)

## Look. Almost 26 square feet of glass.

To allow you to carry whatever you might need around with you, the Rabbit has three different kinds of luggage space. So you can load different shapes and sizes of cargo. (And with the rear seat folded down, you've got more trunk space than a Cadillac Fleetwood.)

Now, besides all this room, you also get a lot of var-room. The Rabbit's 1.6 liter, overhead cam engine propels you from 0 to 50 miles an hour in

## 3 different kinds of luggage room.



a scant 7.7 seconds, using a 4-on-the-floor transmission. (Faster than a lot of "sports cars.") It has a top

speed of 100 mph, yet amazingly, is rated at 45.2 mpg on the highway and a stingy 30 mpg in the city.\* Instead of an old-fashioned carburetor our engine has fuel injection. So you can say goodbye to old-fashioned nuisances like catalytic converters and unleaded gasoline.

And let's not forget safety. We didn't. Our large safety package

includes a unitized safety cell body, front disc brakes, two independent brake circuits, a double-jointed steering column, a rear window defogger and steel belted radial tires, to mention a few. They're all standard on the Rabbit, while some are not even available on other cars.

If you're tired of cars that force you to give up too much, the VW Rabbit is your car. Because we only ask you to give up one thing: A little of your time for a test drive.



The Volkswagen Rabbit

There's no comparison.

\*EPA-estimated using Federal Government test methods, using standard low wind flow conditions. Mileage will vary depending on how and when you drive. Actual equipment and color shown.

0-50 mph  
in 7.7  
seconds.





plenty that is influencing decisions in all right hemisphere. About 50 percent of the left hemisphere and the new software that is a violent divergency. These things are incompatible. So what happens with the ordinary executive is that instead of being a good leader he has to become a role player. **McLuhan:** Why do you think, after all, hemisphere closer to work rather than drive about. *From being a driver?*

**McLuhan:** Cities, rooms on the pavement—it's all close to grass roots so you can get walking. Cities, though, in a much larger pattern is a satellite because for in the first person from the deep south to ever be in the White House. He belongs to that Rapa world of jazz, old Southern and rock and roll. He comes right out of that rock and roll world, which appeals to the blacks and to the kids, so it's very nostalgic. But he's not in a way. That is the deep south is not a culture by definition and the south are across a group. You see, the southern accent is a private speech, so that's why they're so afraid to speak to the north, that when you're saying "you all," you're talking about a group. You're not talking as a private person. It's not private and so is a result of it's taken in the Yankee world of individualism.

**McLuhan:** Back in 1951, you attempted to expose the manipulation in process of taking in The *McLuhan Reader*. What do you feel about advertising?

**McLuhan:** Well, it's all aggression. The designers are aggressive. All forms of program change tend to be aggression and of course the devil, the money drill is in a crime aggression. A lot against people that Madison Avenue is a very powerful aggression against private consciousness and that you're told you give use scenarios in public manipulation.

**McLuhan:** But if you were to tell that further and make the manipulation on what advertising are conscious, it would no longer be effective.

**McLuhan:** Yes, that's what I'm trying to do with the media. That's what I call understanding the media. All the media have these vibrant effects on the public. Understanding the media enables you to anticipate its effects. Most people insist that they're the rational part of their world surface. This happens even in a lab where they're able to show you that on the periphery of the eye you are watching a great number of things that you could deliberately keep out of the center of your focus. And they found that when they bring the peripheral material into center focus, people get quite angry. They don't want to see what's out there. So, there's a strange resistance on the part of people to the subconscious message at something that becomes conscious.

**McLuhan:** It's not a matter to have left hemisphere hemisphere programming a right hemisphere resistance? Is a television?

**McLuhan:** Well, the effect of television is certainly to turn off the left hemisphere, and usually it is being used by mainly

left hemisphere people that is sort of against the grain. It's left hemisphere left hemisphere programming, and you say that it has been programmed by left hemisphere people. That's probably true because we have a left hemisphere crash-course. They are the people in control of bureaucracy. Bureaucracy is all left hemisphere. The day when bureaucracy becomes, it finds a way of becoming, right hemisphere that will be unique. But its resistance is such a left hemisphere and so you say, they are the people who program our media especially television. Well, insofar as they are, single-minded in their pursuit of gain, they're going to discover sooner or later that they can make more money from good programming than bad.



## ORWELL'S '1984' ISN'T A PREDICTION AT ALL. IT'S NOSTALGIA FROM 1934 AND THE TWENTIES

programming. In other words, right hemisphere programming would put better. Good. But the World was not right hemisphere programming. [Nostalgia Archival History shows are documentaries showing a large syndrome, various of energy currents in a group of people.]

**McLuhan:** What about Airport and Confessions?

**McLuhan:** And once The *Manhattan* comes. You see these are big corporate processes in the community and they are good TV because they concern processes. Right hemisphere is strong on process, weak on form line.

**McLuhan:** Which hemisphere is dominant on Marshall McLuhan?

**McLuhan:** My whole external brain is right hemisphere but my private brain, writing was a left hemisphere and so was yours. Anybody who's been to school is a left hemisphere person on the other hand if they

have an arithmetic brain that means they're in brain use class all the time, so everything they're learning, which is natural. But now we are living in a right hemisphere environment. The environment of the older world had been left hemisphere because it was local, everything was connected. At the speed of light, at the speed of the telegraph and the telephone and in the twentieth-century world takes over and you get right hemisphere.

**McLuhan:** How are children being altered so that they're growing up, exposed to television?

**McLuhan:** It isn't only TV you see, they now live in an environment of electronic screens which are all simultaneous. We take that for granted. It's a whole culture—where the right hemisphere gets pushed up into dominance and the left hemisphere, which had been dominant for 2,400 years, is pushed down. Between the parents brought up on the left hemisphere dominance and the children brought up on the right hemisphere, the hemisphere dominance there's a sudden 2,400-year gap.

**McLuhan:** In John Campbell's *The Young People Growing Up in the Sixties*?

**McLuhan:** They were the first TV generation. They were the first TV generation. The first moment of network TV was in '49. By the time they were 19 or 20 years old. That was the first TV generation. Now they're flipped but they're struggling to get again at least temporarily. Now the whole culture is flipping.

**McLuhan:** That's interesting. In the *Sixties* you had the first right hemisphere people, how does temporary happen?

**McLuhan:** No, they're just trying to recover their relation to the old world before them. That is the job and the work in the world are still left hemisphere. The whole establishment is still left hemisphere. So they've had time now to take stock and decide that they will make a few concessions so that old situation because they're in a job. So they'll learn to read and write a little bit, but not so much. They start around the books and read more, so other people's voices but they don't read books.

**McLuhan:** What about the current crisis for ourselves?

**McLuhan:** Well, when things change at very high speeds, a mind has constantly devices. You see, you're in such a constant discontinuity at high speed. Everything you're looking at now is gone in a second and our demands are no longer on to older things. So before questions and the love of taking the scraps off of old tables, revealing their original state, and that sort of thing is a present today. In order to think you have to forget most of what you are experiencing in order to retain it in other things that you know otherwise you can't rely anything from what you are seeing. So at the speed of light, which is now the normal speed of most information on a radio telephone used to sit on—the speed of light to forget has become a form of nostalgia.



## Good taste is why you buy it.

To create the unique taste of Ballantine's Scotch we age it until its flavor is fully developed. And our master blender is the judge of that precise moment when the flavor peaks.

It's your assurance that every bottle of Ballantine's measures up to our worldwide standard of excellence. One sip, and you'll know why discerning Scotch drinkers choose Ballantine's. The reason good taste.

*Ballantine's*



For warm, friendly, personal service,  
this is where it all started.

The Inn The park.



Toronto,  
the Inn on the Park.



The Inn on the Park, Toronto, Four Seasons Hotel.

Walk into any Four Seasons hotel and you'll soon start thinking of words like 'warm', 'unique' and 'exciting'.

You can feel it when you stroll into the lobby. The staff makes you feel they're there only for you.

Once you're settled, take the time to browse around. You'll discover eight dining and entertainment rooms. Like the world renowned *Café de l'Auberge*, medal winner of the famous *Châin des Rôtisseurs*, and where the Executive Chef is a *Maître Cuisinier de France*.

If you have a penchant for physical fitness, the Inn has badminton, whirlpool baths, year-round tennis, Health Club, shuffleboard and pools indoors and out.

So whether you come to Toronto for business or pleasure, let the Inn make it a special experience for you. There's even free parking for 1,000 cars.

No one can really tell you about our kind of welcome.

In four countries around the world, the people of the Four Seasons Group of Hotels practice a special kind of service.

It is our perfection of this art that leads people to expect nothing less than excellence from our hotels in Europe and North America.



Reservations are made by calling **toll-free**.

In Continental U.S., **800-825-1188**.

In New York State, **800-462-1159**.

In Canada, **800-261-6282**.

In Toronto, **445-5031**.

Or call your Travel Agent.



The Four Seasons Group of Hotels.

The Inn on the Park

Toronto  
London, England

The Four Seasons

Vancouver  
Calgary  
Toronto  
Ottawa  
(Carleton Place)

Montreal

Belleville

Kenil

Edmonton (18)

The Cliff Hotel

San Francisco



WHITE-DRY  
BLANC-SEC

Express yourself.  
Improvise.  
You can't miss with  
the rum that goes  
with all the world's  
great mixers.



**Bacardi rum.**  
**Start with our good taste,**  
**then fill in yours.**

BACARDI rum.

**McLuhan:** *Then as always George Orwell's 1984 (a kind of permanent monogamy).*  
**McLuhan:** Yes, I think so. [1984] was not a prediction at all. It's nostalgia from 1934. All Chinese are in a new way. They're cheap, once century back. Yes, Orwell's 1984 is a copy of 1934 and the 1930s. All those things that happen at that time.

**McLuhan:** *What about current North American society which Tom Wolfe has called as the generation of self-indulgence, individualism, all according to get back in touch with each other?*

**McLuhan:** When things come at you very fast, intensely you lose touch with yourself. Anybody moving into a new world loses identity. If you go to China, and you've never been there before, you're in a nobody. You can't relate to anything there. So, the idea of identity is something that happens in rapid change. But everybody at the speed of light tends to become a nobody. This is what's called the "Minked-Man" by the way. The market loses his identity, the man is deeply involved in other people that he doesn't have any personal identity.

**McLuhan:** *And this is why people have to go to group encounter classes in order to find themselves?*

**McLuhan:** It's why they have to kill in order to find out whether they're real. This is where the violence comes from. That meaningless killing around our streets is the work of people who have lost all identity, and who have to kill in order to know if they're real or if the other guy's real. I suppose that one could even produce a theory of war to say that when a certain amount of technological change happens very quickly to a whole community, they are so lost about who they are that they want a basic war to find out. It's another way of seeking through to find one's identity. Violence as a form of quest for identity is something the people who have been ripped off feel the need of. It's going to show you in a way that he's real, that he's tough. So anybody on a psychic frontier needs to get tough or violent and it's happening to us even in our society today.

**McLuhan:** *It's not that you cut out of the people in the world happen to be the high price of television usage?*

**McLuhan:** Well, you see, I know so many people like [the Canadian historian] Harold Innis, who showed the most of what I know. Harold Innis is the real thing. How did that lack of progress ever come up with that amazing method of avoiding the effects of technology? His colleagues by the way have never followed in his tracks. They always like to be in the front line and they have never said he was because it is partially right hemisphere and they're actually left. They can't read it. It's a one of the first people in the history of the Western world that made the right hemisphere study of very important things. As a result,

most later spent an enormous amount of his attention on what we call staples in economics that means, lumber, paper, metal, it's made and so on. He was the guy to study ordinary media and the communications field as a part of his study of the pulp and paper industry.

**McLuhan:** *You say most people don't see the total effect of a communication because it's becoming the new bad guy?*

**McLuhan:** It's King Kong, you see—what the environment goes to buy that the ordinary dweller then feels crushed. That's King Kong. The environment itself becomes the victim. That's the meaning of pollution. The environment is being that in the new thing and now, before we are all sitting as how people feel living in these



**'TOGETHER PEOPLE'  
DON'T NEED ALCOHOL  
TO BE SOCIABLE.  
THE 'WASP' NEEDS A LOT**

damned environment. They were not given to us by nature, that's why we feel so helpless. We did this to ourselves. You see for centuries we were able to pollute and pollute and pollute with impunity. But suddenly the environment comes back and cleans nature. It's bigger and when the man-made environment becomes bigger and of course nature is not there to punish anything anymore—then it's King Kong just stepping on you.

**McLuhan:** *One thing young and old seem to agree on is the great need for ecology and conservation.*

**McLuhan:** Now the left hemisphere man does this like the Club of Rome. It begins trying and saying we're running out of positions, we're running out of oil, we're running out of materials, we're running out of air, we're running out. That's left hemisphere. That's quantity of life. The quality of life people simply say okay, you don't

have to run out of any of these things. You just have to be able to be more sensible about the way you live. The left hemisphere guy would never do any of these things. He would never do any of these things.

**McLuhan:** *How much TV is available for children?*

**McLuhan:** Oh well. I think the safe way is to make it almost to nothing. It's just like television is independent. It's quite a sensitive matter, I think it is that exact. The TV thing itself is very, very polluting. It goes right into the nervous system. The problem is how far into your society, your family circle, your immediate circle, your child's circle, it can also be very, very dangerous. It can be a little bit of a danger world, so that can be a little bit of a danger world without a lot of literacy. TV will just run off any possibility of left hemisphere. It's like, for example, those. Those are not even correct. They're just go to bed. Only a little bit can be drunk alcohol, only the Western world is able to drink it.

**McLuhan:** *What about marijuana and the other drugs?*

**McLuhan:** Well that's going very close to the same. That is how it is in the other trip, alcohol is not under trip you see. It's just another way of getting together socially, it's in the other trip.

**McLuhan:** *So the traditional right hemisphere?*

**McLuhan:** Well, yeah, up to a point. You see, let's say people are so far away to some together that they need quite a lot of alcohol to be social, whereas the highly intelligent people don't need it. They're very social. The war needs quite a lot of alcohol to be social but the rest of the world doesn't need it and so they tend to drink and fight, they drink and war and so on but they would never touch hand and the fact is that they are very, very equipped to put up with it, you see, because they're not visual people anymore. They're right hemisphere people and they're together. They're very social and they're very groovy and all that.

**McLuhan:** *We have a whole new generation of North Americans who are rejecting the left hemisphere and they're trying to do it on their own, but they don't seem to have much of a right hemisphere. They're so used to be in a sort of a right hemisphere.*

**McLuhan:** I agree, I agree. I think so. But it's a way of saying that we really haven't got our companies into the right one yet. It's a horrible mistake. All the conventions have been so scrambled by rapid change that we are so confused everything that we don't have any more guidelines socially. You see, that's why the families felt apart and the kids are all checking up. The kids would be more at home in an old-fashioned world. You know, that's why they want to go back to the old-fashioned patterns. They are Third World kids pushed into a First World environment. It's very tough. None of the old-fashioned patterns, none of the old patterns make sense to them.



# Why is it that American nationalism is so great, while everyone else's is so bad?

Column by Walter Stewart

Picture yourself driving along a Canadian highway, when you are overtaken by a car with a blaring bumper sticker: **LOVE IT OR LEAVE IT!** Soon you come to a giant billboard: **ARMED & DANGEROUS!** Next you see a bumper sticker: **Another bumper sticker. GOLDMILK! M&M's. You drive you have a football stadium, where matted heads form into the figure of a maple leaf and a beaver, while overhead air force jets scuffle past and the swelling strains of O Canada clash with the roar of the F-16s. (Can't imagine it can you?) There are no such bumper stickers, no such overt displaying signs of Canadian nationalism on ready display. These phenomena belong to the Americans, one of the most fiercely intolerant people in the world. It's obvious they're keeping it in mind as the afterglow of last month's Trudeau Center fiasco.**

I have no complaint about American nationalism—we have learned to live with the pyrotechnic display and self-contained nationalism of the United States for a long time. Monroe coolly carved out the Western Hemisphere as a zone of American dominance in 1823. But what grips me is to hear these self-same Americans complain about recent, pastured and intuitive Canadian attempts to assert a national identity. Who was it who said "My country right or wrong?" Not a Canadian, our nation goes. "My country, '93 Gods, probably wrong again."

There have been some alarms of Canadian nationalism over the past decade. We did make a fuss about the dominance of Canadian universities by U.S. professors, we have established the Foreign Investment Review Act to provide an annual protection against the wholesale overthrow of our industries, we have even moved to protect some aspects of Canadian culture with Canadian content regulations in radio and tv, and the removal of tax loopholes for American investors mismanaging as Canadian ones. But our movement has been small and accompanied by force restraint within our own country. Even so the Americans are appalled. They think we have gone bananas. Some of their support is of willful misdirection: more kindly folk suggest that we have gone crazy but can be led back to the path of right-thinking by a little forcefulness on their part. "We understand what you are going through up there," Congressmen like LaFalco of New York said me. "This is a natural growing pain; this nationalism stuff. You'll get over it."

U.S. nationalism is so tolerant and in-tuitive that most people in the United

States simply assume the superiority of things American. At a dinner party, I mentioned that, in Canada, Thanksgiving is celebrated in October whereas in the United States it falls in November. My hosts, a charming and educated woman was astounded. "How, mean you have Thanksgiving later?" she asked. "But what do you have to be thankful for?"

When the Brazilian jacked up the price



of coffee recently, an American has jacked up the price of machinery and Canadian the price of goods from time to time, it was seen as an effort to reduce trade. William Safire, writing in *The New York Times*, noted sardonically: "Coffee is a symbol of American dependence on foreign supplies, and the coffee rip-off is a sign of American aid."

That's what they tried to say about Vietnam. The solution, presumably, is to make everything the Americans need at home, where the busy foreigners can't get it the price anywhere. Whenever the merits of that argument, no one could call it internationalist. And a true common argument Americans need to be independent in energy, for example, but a always a caveat that their calculations of what is American makes use of our backyard. Here, for example, is a *Washington Post* writer castigating an U.S. foreign policy. "In America, in short, foreign policy making is different from that of most countries. Not just because America is a superpower and can make other countries' business in busi-

ness, nor because it is an entire continent well-endowed with resources. . . . So much for Mexico and Canada. What Canadian nation—or Mexican—could ever assume that its nation entered the contest?"

This senseless nationalism has made Americans protective in trading matters even in their complaint about the protectionism of others. There was a considerable rumour last fall, for example, when officials of the United Electrical Workers union heard that British Airways officials were considering the importation of 10,000 workers from Sweden, at a potential cost of 2,000 jobs to the union in Elgin, Pennsylvania. Airtrak promptly denied the rumour and pointed out that any foreign firm contemplating bids to build American locomotives would have to work out a licensing deal with Americans; the machines would be built in the United States. The late Larry Schless of the Steelworkers union once made a speech, which has been quoted over where, in which he declared: "Nationalism has never put a penny in a worker's pocket and a never will." Tell that to the boys in Elgin. **Fi.**

The United Textile Workers now adds to my fantasy a kindly looking fellow who explains that where people live garments that were made in foreign lands. "We can't support our families, or buy goods here," I hear. I have never seen that ad in Canada, where no sane members of the union would likely want 1971, the Americans have subsidised exports through the tax-break gimmick of the Domestic International Sales Corporation—or pass—while complaining bitterly about the regional groups we use to support companies in the export market.

I am not saying that these measures are wrong. The amount of protection a nation erects around its own markets tends to be a matter for internal decision. Every nation, including Canada, takes this trade protection route. Some forms of protectionism I simply point out that the Americans are inordinately sensitive to any steps taken against them and inordinately insensitive to the results of their own actions. It was not Canada that dropped a 25% duty in all imports in 1971 but the United States had so anticipated such a step we would have heard wails not only from Washington but from all those Canadians who think nationalism is a new revelation or an national act, or both.

Nationalism can be overdone, and often is, in both Canada and the United States. But the assumption, made too often in both nations, that it is uniquely Canadian is simply nonsense.

# The Easy Choice



## Seagram's Five Star

The easy crowd-pleaser whenever good friends get together.

It's Canada's Rye Whisky.



# Letters

## A few questions Al Johnson didn't get asked—and should have been

May I raise a point at the failure of your newsweekly being Al Johnson (Liaison News, February 7) on the topic that is the subject of a growing flood of letters to him and to newspapers throughout the country—the national catastrophe of the car?

The foggy platitudes with which Johnson replied to Michael Gering's question are only the most recent illustrations of his obvious bureaucratic ability to present an imaginary situation that bears no resemblance to the reality.

The CBC is a tightly controlled organization, the directing bureaucracy of which is carrying on a policy of lowering all standards of programming and performance in pursuit of a hypothetical mass audience that never materializes. Johnson talks as if it were possible for a car employee instead of this policy to approach him freely and inform him. How does he reconcile this double suspension of Jeff Anderson of the Radio-Ann Department for having the effrontery to depart a pattern of arm producers sent directly to the president because they knew it would be ignored by the middle-level bureaucracy? How does Johnson explain that Robert Weaver, a nationally respected figure in broadcasting, was forced to accept because the president made no effort to protect him against the ravids to the corporation who, while bent on denigrating the quality and standards of free programming, Weaver had founded for a quarter of a century? And when Johnson talks of his meeting with the Vancouver television producers, why does he fail to mention that the latter, after the Vancouver television producers joined others throughout the country to demand a Royal Commission to investigate the problems of regional television within the CBC?

The destruction of effective regional broadcasting, which once flourished in Canada (and still does within the west), has been one of the main causes of estrangement of recent CBC policies. Johnson tries to evade this by stating: "For example, fewer than 50% of all radio programs originate from Toronto. The percentage of network programming from Vancouver, for example, is around 25%." But this is not why any true regional broadcasting is a national broadcasting, which means that the planning and choice of programs and the financing of them are entirely in the hands of the common headquarters of the English network, which was not the case a decade ago, when many creative and interesting programs originated in the regions.

GEORGE WOODBRIDGE, EDITOR, CANADIAN LITERATURE, VANCOUVER

The *Wm. or Anderson* episode referred to by Woodbridge is correct; subsequent to Michael's interview with the CBC, it is provided.

**Matters of fact, matters of opinion**  
In her review of *Book on the North* (January 24) Barbara Amiel writes that I am "present subject to the west Indian as Britishness." That is not true. My work for the Indian Brotherhood, as an economist, was terminated on June 30 of last year, and I am now working full time at the University of Toronto. Amiel manages to be wrong on one of the very few facts in her opinion-driven piece. If she cannot even get a simple fact right, why should her opinion be thought to be of any worth?

My own attitude is that is that on a topic as which there are indeed many opinions. Amiel shows an amazing ability to agree with the least credible and most objection-

able. Why Amiel's choices to let her provide her contempt for decency and conservatism in this and other issues, except for the CBC, is also irrelevant of the CBC's bleeding-heart approach of these issues, which one hopes would no longer affect this country.

MIKE RATINGS  
UNIVERSITY OF TORONTO, TORONTO

**For the correct answer, divide by five**  
Some, Claude, *Downfall* (January 10) notes that Manitoba's northern power development, which was originally estimated to have cost \$1.5 billion, "has lost five billion dollars without being completed."

In fact, the cost of north-east power development in Manitoba has "lost" approximately one billion dollars, not four billion which was said in it. If eventually, by the year 2000, it is only costing five billion dollars, then that cost escalation will have to be judged alongside similar cost escalations for other major construction projects such as Skytrain and James Bay.

FRANK FRECH  
OFFICE OF THE PREMIER, WINNIPEG

**The story should have read "taxpayers for completion of the project here in five billion dollars"**

**We need to walk—don't slouch**  
How nice to see an association mentioned in *The Great Canadian Slap* (January 24). Also, your statement that the YMCA in Burlington has a waiting list is not correct. We welcome anyone to join on the fitness list and follow suit.

MARLENE ROUSSEAU, CHAIRPERSON  
PHYSICAL PROGRAM COMMITTEE  
YMCA, BURLINGTON, ONT.

## Subscribers' Moving Notice

Name ☐ I'm moving. My moving date is \_\_\_\_\_  
My old address label is attached. My new address is as follows: (Follow 8 steps for processing)

Post Address ☐ I would like to subscribe to *McLean's*. Send me 26 issues for \$8.95 (\$14.95 outside Canada)

City ☐ Please bill me ☐ I enclose \$ \_\_\_\_\_

Prov. Postal Code

Send to: *McLean's*  
Subscription Department  
Box 9100, Postal Station A  
Toronto, Ontario M5W 1Y5

ATTACH  
OLD ADDRESS LABEL  
HERE!

268

## How to read your Expiry Date



1. Circle the last four digits in the top right-hand corner of the address label on the cover.
2. The first 2 digits indicate the year of expiry, i.e., 77 means 1977.
3. The next 2 digits indicate the issue of expiry, i.e., 26 is the 26th issue. (The 26th issue is not used.) Thus, the sample subscription expires with the 26th issue of 1977.



## Discover the Greece of the Greeks.

Wander through the quiet countryside and watch smiling boys feeding sheep.  
Cruise the islands and stop by a fishermen's waterfront tavern for a palate-pleasing glass of retsina.

Take a bus to out of the way villages with untouristy beauty, suitable for a few droppers, some headwinders, three weeks of Greek, and a lot of smiles.

It doesn't matter whether your Greece is the Greece of antiquity or whether the Greece you're looking for is the Greece of night clubs.

gourmet meals and elegant hotels.

It's there.  
And it's waiting for you whenever you want it.  
See the Greece of the Greeks.  
Get a feeling for the people.  
Greece is more than just a kind of magic and myth.

It's a land where summer is eight months long and hospitality is a way of life.  
It's a land for all seasons, and all your moods.  
It's a warm, friendly and affordable vacation, a world away from the rest of the world.  
Yet only hours away.

## Greece



## Everything under the sun.

National Tourist Organization of Greece, 2 Place Ville Marie, Suite 67, Montreal, Quebec H3B 2C9





**Studios. Agencies. Lofts. Galleries.**

Listen, and more often than not, it's the full, rich, stereo sound of CKPM. The sound of bright people talking to bright people. Contemporary music. Destructive and original programming that paces the business day into night. The sound of a mix in touch with itself, even while it works. **Toronto, you're working to the sound of the great PM years on CKPM 94.9**

**Nacion: less a response than a choice**  
Having done extensive research on the phenomenon of racism in Toronto, we would like to take issue with certain aspects of your analysis of the problem. The article is fundamentally concerned with external factors which apparently produce the effect of racism (unemployment, economic insecurity, large percentage of "coloured" immigrants etc.). The problem with this approach is that it ignores what Burke has called the "passion" of racism. The sources of racism cannot be sought only in logical, rational explanations such as the ones you have given. For racism to be a racist is to choose to hate, and to choose to approach life in an illogical, irrational way. This choice is made by individuals in free circumstances of life.

We cannot just look at the external of Canadian society which supposedly cause people to make this choice—the student must look for the explanation in the area where all human problems originate—the human heart and mind.

JOY CRIDDALE AND HANCY DUNHAM  
GRADUATE SOCIOLOGY STUDENTS  
YORK UNIVERSITY TORONTO

The article on racism appears to be thoughtlessly written and well researched. However there are a couple of things that should be mentioned. When Canadians who are advocates of civil liberties "going back who is they came from" because they appear to be following their own customs and so far as the Sikhs are concerned, adopting their own mode of dress, should be made aware that these welfare rights are responsible for exactly the same behavior when they live in Asian countries.

White people (Americans, Canadians, Europeans) of whom there were a large number living in the city in the 1940s when I was born, tended to live in ghettos-like communities where they spoke their own languages, wore their own dress, practiced their own faith and generally brought their children up away from the "mainstream" influence of any of the native people. Most of those who never made any attempt to learn the native language or customs, just they were never exposed to my knowledge and they lived in beautiful houses with an army in six or eight servants. Canadians seem to forget that so racist where people travel in the world, they tend to bring their customs with them. It is human nature.

MRS. A. BOURKE HAMILTON

**Let's give him a response where blame is due**  
The heading for your King Kong film review (January 24) San Diego De Latorre in the film's director John Guillermin (and director) may like exception to so even though the well-known showman Don may have seemed in control. Then King Kong seems to think, as other reviewers have that King was really a mechanical model. The fact is that King Kong played King to all but a few brief scenes.

**Evenings to remember are made of Irish Mist.**

*Let your favourite restaurant introduce you to the magic of Irish Mist. You'll discover why it belongs among your liqueurs at home. Ireland's legendary liqueur.*



about the art, hand, and a few literary long shots. A "test in a monkey suit," to quote Kurosawa, did attack the computer man. Also what were the other moments in the film? I saw only one—an admirably robbery-looking take.

DANIEL FRIELAND, TORONTO

I agree with Ugo Kurosawa's attack on the remake of *Kong Kong*. However, I must protest the statement that "the film doesn't depart appreciably from its predecessor." There can be no comparison between De Laurentiis' *mad-as-hell-dude* *Kong* and now's 1933 original *Kong*. Most notably absent from the current film is the in-

credible footage of battling poliostric monsters and of Kong himself so personally and modified over years by Willis O'Brien, filmed using stop-action photography, and supplemented with a delicately created soundtrack. De Laurentiis' own pulchritude admits three low plastic make-up as a dismal failure. Combined this with a pathetic script and a leading lady whose entire career as a model can only be explained by the fact that she didn't stand up on her mouth, and consider that 80 years of technology and \$16 million against the two films. *Kong '76* is no match to the genius of the late Merian C. Cuyper, Edgar Wallace and O'Brien.

My regret is that millions have not had a chance to appreciate the genius of Kong '33 who earned into its Academy Award for pioneering special effects before there ever was such a category.

BOB JAMNICK, DARTMOUTH, NS

A word of cheer to our readers is in order for anyone wanting to see the original *Kong Kong*. Also, which event Kong '33 and a show on Kong '76, but before the release of the movie continues. The film point is still in distribution.

#### Such a hot rap for me as young

I find that it is a great thing that Ugo Kurosawa would write a man the real facts and merits of a film but that is when he does something. Nicholas Gougeon's *The Last Girl Who Lived Down The Lane* (February 11). In the context of the film, what Jude Foster is becoming is Jude Foster in a word. What she is as Ryan Jacobs is what the film is all about. This girl, one of the most disturbing characters to appear on the screen in some time, can be excused for being awkward. What 13-year-old is not? Moreover, she goes through some pretty strong emotional crises, the daughter of the totally isolated and antisocial ex-convict who she lives with and her father's brutal. Because of this, she is responsible for three deaths, is forced to live on a cold island (Jude Jacobs, Michael, and finally, Jacobs) and she has lost her cherished girl—control of her personal destiny.

Kurosawa is correct, however, in calling the film a bomb. *Sophomore* and earlier *Love* Kurosawa deserves the movie blame for the missteps of the work—especially the scenes with Foster and Jacobs. The love scene does not seem to me as painful as it does to Kurosawa, but Kurosawa could have tried to find a better way of handling it. Under these circumstances, perhaps *The Last Girl* should have been left unaltered and Jude Foster should not carry the blame alone.

PAUL CONSTANT, TORONTO

Generally pleased, with a minor quibble: I am pleased to see you devote an article to the excellent but unfortunate labor management relations in America in *An Affair to Settle* (The Striker) *Yes A Good One* (January 10). Canadian readers are familiar with the success of the West German economy in avoiding lengthy, easily strikes but its equally or even more successful achievement of similar success in this regard is a less overlooked.

Moreover, I should like to correct a mistake in the story. The last German image were "induced" out of Vietnam by the victorious Soviet army in April 1945. The soldiers who left America in 1951 returned to the American State Treasury where they found the Allied occupation powers (Great Britain, United States, Soviet Union and France).

(HINKA A. BUCSIC, KENNETT, ONT)

# It's a crime the way some people write cheques.

If you're paying almost \$2.50 a month just for the cheques you write, it's a crime to waste your money.

That's why we have the Commerce Key Account — to put a ceiling on bank charges. For \$2.50 a month the Key Account covers:

- ☐ service charges on cheques
- ☐ service charges on travellers' cheques
- ☐ service charges on our 24-Hour Cash Dispensers
- ☐ service charges on bills normally payable at the bank, personal money orders and drafts.

But that's not all. With a Commerce Key Account you also get:

- ☐ an identification card that lets you cash a

personal cheque up to \$100 at any Commerce branch in Canada.

- ☐ a choice of personalized O'Canada or Key Account cheques
- ☐ reduced rental on a safety deposit box, where available
- ☐ a Cheques card, and overdraft protection provided under the Commerce Convergence Plan\*
- ☐ Plus reduced rates on most consumer loans, if and when you need one.

In fact, we include pretty well everything a cheque writer might need — in one package service, the Commerce Key Account. Ask us.



CANADIAN IMPERIAL  
BANK OF COMMERCE

\*Overdraft protection is considered a Cheque Advance and applies to interest rates, 7.0% per day (10% per month).

## If it's your move, it's our turn.



Since 1913, MacCosham has been helping Canadians with their local, long-distance and overseas moving.

And we've grown. We now have more offices in more cities than any other mover in the country.

Moving, Packing and unpacking. And storage. We've been doing these things well for a long time.

We can do them for you, too.

**MacCosham**  
VAN LINES



# Smoking.

## What are you going to do about it?



If you've given up smoking more times than you'd like to remember, the chances are you enjoy it so much you don't want to give it up at all.

The question is, what are you going to do about it?

You've probably tried cigarettes that promise extra mildness and found yourself

checking every once in a while to see if they were still lit. Which brought you right back to your regular brand.

Now, there is Vantage.

Vantage gives you the taste you want. The full, rich flavour of Virginia tobaccos. But here's the big difference. Vantage has a specially designed filter to give you so much of what you want in a cigarette with a lot less of what you don't want.

Vantage is not a heavy drag cigarette. You don't have to work hard getting the smoke through so that all the joy of smoking is lost.

Rich taste and easy draw. Good reasons for any thoughtful smoker to consider the new cigarette called Vantage.

We suggest you try a pack.

Warning: Health and Welfare Canada advises that danger to health increases with amount smoked—avoid inhaling. 11 mg "tar," 0.8 mg. nicotine.

See what we're doing, and what we've left. Although What Goes By What Came Down (November 28) gives the impression of being an up-to-date account of the acid rain problem, the interview with sulphur dioxide, quoted by Murdochville, doesn't do so reflect the current situation. The figure obviously dates back to 1972 when the mining operations at Cape Copper Mines underwent a major expansion. During this expansion several million dollars worth of pollution control equipment including an acid plant, was installed for handling particulate and sulphur dioxide emissions. Not all industry is "being up on cost-benefit cases." In one case, the production of sulphuric acid resulting from the desulphurization of stack gases is coming on line.

ROM REBUTED: ENVIRONMENTAL CONTROL COORDINATOR, CLARE COOPER MINES LIMITED, MURDOCHVILLE, QUE.

**Strangers in a strangely hostile land**  
I tried to be an immigrant to Canada and I was referred to *Mad Max*! For God's sake, *Max*. The first (February 7) is so close to the truth that there is a sort of hypnosis present in a country that so actively opposes racism abroad, when it is so obviously becoming a part of the Canadian way of life. Many immigrants choose to come to Canada rather than the United States because Canada promised an image of so-called "ethnic diversity," where it is possible to start a whole new life free from any form of prejudice or persecution. And this is not so. Most of Canada's troubles today stem, or are immigrants from their mother country due to either political or moral persecution and they have come here to seek a better life. I think it is time for Canadians to wake up to the problems of the new immigrants. Australian doesn't mean overnight and only some immigrants are made to feel at home, some will never take place.

CATHER AGNE, VICTORIA

I am educated and well educated in the dimensions of the racial hatred growing in our society. Is the golden rule now paid? What can people of goodwill do to help these victims of man's lowest instincts? What can we do to prevent anyone from self respect that allows us to suspect all others?

R. W. SPEAR, BARRINGTON, ONT.

Thank you so much for a badly needed article on racism. As I live in the open and on paper for all to see. Two minority Canadians when asked about racism, will instantly point the finger of blame at their American neighbor. In the same breath they will angrily assert that there are no such things in the true north, strong and free. Your article accurately based that they once and for all.

EDWARD FORTIN, WILSON, ONT.



## Germany.

### You'll find a whole lot more than rathskellers and cuckoo clocks.

You know what Germany is famous for: Coca-Cola, drive the Berlin and Munich, the gateway that is dynamic Frankfurt, the romantic Rhine and the Black Forest. But you'll also find the storybook castles of the Moselle Valley, folk festivals in medieval towns and the excitement of Hamburg with its surrounding Lüneburg Heath.

Germany offers full value for every dollar. Whether it's an idyllic Rhine Cruise, a tour of our celebrated ballade vineyards, a visit to a baroque palace or concert hall, or experiencing the special 1977 Gershwin Festival at the birthplace in Born. Our country has a fast moving, totally integrated system for road, rail, bus and air travel.

Ask your travel agent to schedule Germany during your next trip to

Europe. Book a Fly/Drive package to our popular inland domestic hotels.

Simply clip the coupon to get full information about the Federal Republic of Germany.

For more information about the Federal Republic of Germany write to:

German Embassy Travel Office  
47 Funtz, P.O. Box 421, Place Bonaventure  
Montreal, P.Q. H3A 1B7

In English ☐ In French ☐

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

Germany. You'll find a whole lot more than you think.





## The Smokey Mary

We never dreamed when we first launched the Smokey Bloody Mary it would become a global classic. That doesn't mean, however, that most folks know how to make a really good one, or even care to bother. One fellow we know "coops out," as he says, with the Smokey Mary. "To put the bite in it just add red barbecue sauce. A capital idea, for those who hate to fuss. If you should become a Smokey Mary

enthusiast, do pace your drinks. Try to remember that where there's smoke there's fire. To make a Smokey Mary pour 1½ ounces of Smokeyfl into a glass with ice and fill with tomato juice. Add about a tablespoon of barbecue sauce to taste, a squeeze of lemon, and stir.



# Preview

If you think nobody can make the Expos look good, consider the Blue Jays

It was nobody's guess that the Toronto Blue Jays and the Montreal Expos are now locked in a life-and-death struggle for the Canadian Division championship of the Grapefruit League. Every 4-6-9 because since the regular season starts, the only contest the teams will be in is for the worst record in the league. The Expos currently field that honour having finished with 15 wins and 187 losses in 1979. They have, however, strength owed themselves—with the acquisition of Dave Cash from the Phillies and Terry Frazee from the Reds—in the home where Jimmy "The Greek" Snyder has made them respectable (100-61) then (don't keep things in perspective). The Expos' Men of 1980 and the Red Sox of 1981 best longer than this and was painful—but they did each win 72 games the previous season. As for the Jays are concerned The Greek hadn't made look as much as Maclean's went to press his fears look should enough in game that a million-dollar would be on the conservative side.

## Statenhood is powerful

Following these second triumphs over reverse and against the odds, Betrand and Holland, the McGhie sisters will once again run the old manor about people being without better in their own lands. Anna and Kate, 32 and 31 respectively, will play one night concerts in Ottawa and Toronto toward the end of March and will look their new Warner Brothers album *Quaver With Reverend Kater* will be available in Canada by then. It has been released, but just seems not to be around. Born in Montreal and raised in the tiny Lacanville village of St. Lawrence-Morel, the McGhie sisters engaged a pleasantly unremarkable early career, playing coffee houses and the cns and later writing music for other performers—Anna did *Moxy Lake* at Miami for Linda Ronstadt. Kate did *Wind Song* for Maria Muldaur. It was Muldaur's producer who brought them together to a demonstration tape, which became their first album, *Kate And Anna McGhie* rated the top album of 1978 by the Village Voice. The *New York Times*, *Jersey Review* and *Melody Maker* Surprisingly (or perhaps not



Kate (left) and Anna McGhie in case you hate T-shirted

so surprisingly) Canadian radio stations rarely play McGhie's music on the grounds that the folk style doesn't fit the format.

## Sen of Mirabel

Transport Canada, the wonderful folks who gave you Toronto International Airport's Terminal Two and the whole elephant that is Mirabel, has started peering for Canadian air travelers the new Calgary International. After five years of planning and construction (and to date \$120 million, the new airport is getting ready to open. However as a new Canada it may open without planes or even airlines. Seven airlines (Air Canada, O'Leary, Pacific Western, Waskar, Hughes Airways, Western and Trans) say they will move from the old airport unless and until Transport Canada lowers the rental rates on the new one. It's estimated that price square at the new airport will cost from between \$30 and \$39 a square foot (compared to 10 to 15 dollars at the old one). \$30 at Mirabel and \$32 at Toronto's Terminal Two) making it the most expensive place from which to operate in the country. The airlines, through their Air Transport Association, tried protest but the federal government wouldn't budge. It did, however, when they said that they wouldn't move and agreed to negotiate. The deal had been considerably improved, says Kirby Kins, chairman of the airline association and owner of the Lehigh Valley-based Trans Air. If it isn't, he'll damn well say

put, and his passengers over from the old airport instead.

## Being, going... gone?

The Canadian people are getting a second chance to say back a piece of their history, a second chance to see the summer retreat of St. William Corbett Van Horne is up for sale again. With the Montreal mansion owned by the brother of the Canadian Pacific Railway having been torn down in 1915, Horner's island, a 40-acre site off St. Andrews New Brunswick represents nearly the last remains of the Van Horne legacy. The current owner, American Norman Langdon, bought the island and the 40-acre house that dates in 1971 for less than \$250,000. After the house, however, was torn down a chance to buy it as a provincial park for \$400,000. New Langdon, who had originally intended to subdivide the island into beach-front lots, has it up for sale again—for \$1.35 million. This could be New Brunswick's last chance. On March 12 and 13 Langdon plans to auction off the contents of the house including furniture, Van Horne pictures, and he may also tear the place down and replace it with a modern structure to make his property more valuable.

## Reach for a (would-be) star

It may be nothing more than a publicity stunt, but a Montreal film production house, Chateau, is looking for an unknown, young male Canadian talent to play the lead in a two million dollar production of Stephen Vincent's best-selling novel *As Pure as Olden*. *Warren*, an island music—of one is needed, that the Chateau One will play opposite Maria Berron, Bob Anderson, Alexandra Stewart and maybe Margot Kidder. No. Production is a new house that produced the latest Carole Laure film and will release it in April. Chateau is now looking for a talent to play the lead in a two million dollar production of Stephen Vincent's novel concerns the second and sexual coming of age of a 19th-century boy in his homeland and after the 1850 revolution in Toronto. It's sold more than two million copies in 11 languages around the world since its publication in 1965.



# Canada

## Trudeau's triumph, at home and abroad

Before Prime Trudeau went to Washington last month, the "Tremaine" between Canada and the United States were mostly buried in a flurry of diplomacy. By the time the Prime Minister got to the White House where he acknowledged he is "always a little bit nervous and perhaps even intimidated" (they seemed to have vanished completely). "The diplomats are gone," President Jimmy Carter proclaimed in a new play on Trudeau's reception for the United States and the Republican Party's symbol. "The diplomats [the Democrats] symbol are here. And the diplomats are much more compassionate."

So the stage was set for a rapprochement that both sides wanted. The Americans for strategic reasons. Trudeau for political ones. Because of his own performance and the eager orchestration of mood by his hosts. Trudeau's trip was a master force. It didn't play in Florida or to the Paris Quebec. But it did play in Canada where it was a control mess—both home, particularly among the media and the of the Liberal Party. Trudeau sides and party efforts were combined with approving only and several places for an immediate election.

The prospect of going to the people seems to have been diminished by Trudeau's staff. One speech does not in a dozen make. "I said once of this, creating a lot of negative work will be done. But Trudeau had killed the mood of his followers. Many of whom had become despondent during the past year of sipping, terrorism, and a Trudeau's adviser. The mood is up to our party which is a pleasant occurrence. Things are going well. We haven't had a review up since the Auditor General and we've been doing some good things."

Perhaps a more lasting benefit of Trudeau's visit, however, is that Canada-U.S. relations have been isolated to a solid footing. Trudeau has Carter's personal invitation to "pick up the phone" to discuss world status and has been encouraged to "concentrate on policy ideas. Carter might flow with him. For the first time, the Americans are now seized with the possibility of Canadian breakup. They are also concerned about North American aid deficit and security of atomic energy supplies, and because Trudeau's stock is a handy way to help themselves.

It was the Americans, in fact, who indirectly laid the groundwork for the love fest in the first place by good-natured through their former ambivalence to Ottawa. When Prime Minister Trudeau had taken "a bad turn" (Pier's vocabulary). Theresa Eassey, then involved throughout



Canada, taking the visit into the world, the United States. He projected considerable sympathy through the diplomatic road show and encouraged the new that Canadian foreign policy was into-American—a notion that Euro-Canada patriotically saw the gradually began rethinking and has now reversed the preeminence of the relationship with Washington as "the most important of all our foreign relations."

The positive developments came at a furious pace during the 10-hour Trudeau visit in Washington. There was Carter's

support for a united Canada as a TV interview, the world's first speech of the talk the PM's address to Congress, the issuance of a warm that matched the glow of the meeting for the Oval Office. Two ordinary wrinkles parties and Trudeau's appearance on the 10-day news conference. After The Prime Minister of Trudeau's sides couldn't quite believe the visit on

View-president Walter Mondale and Prime Minister Trudeau at a speech to Congress in the right style, and the right place

Siding. When a Canadian television reporter told one of the PM's advisers that there had been a big reaction to his speech to the joint meeting of Congress, he asked inquiringly "You mean negative?" The U.S. Senate and House, incidentally, were moved to honor Trudeau. By official count there were 50 empty seats. Of the others 72 were occupied by foreign diplomats, 31 by House pages, and about 200 by Senators and Congressmen. (There are 535 Senators and Congressmen.) The politicians were packed.

Carter's national security adviser, Zbigniew Brzezinski, stepped forward to stress that having watched Carter closely "I haven't often seen him react so freely and so quickly as he did in Pierre Elliott Trudeau." The Prime Minister told guests at a Canadian embassy reception that he admired Carter's "non-stereotyped" and "systemic" approach to policy.

On Capitol Hill the reviews on Trudeau were classic. Senator Pat Moynihan, who pointed notes on Trudeau's speech to participate for his appearance later on the tele screen, described the PM as "a very impressive man from a very impressive country." A final and emboldened Hubert Humphrey summed up Trudeau's pitch with the domestic plain talk: "I don't know whether you call it a declaration or a confidence man but whatever you call it, I like it. He said all the things we wanted to hear."

That was a view shared widely in Canada with the exception of René Lévesque (see following story) and some others who received Trudeau's simplification of issues and his description of separatism as "a crime against the history of mankind." Liberals, who have had to live on about in the past year of zigzag forecasts, were ecstatic. Said one Toronto activist: "One speech doesn't make a country but he showed he's the only one who can do it."

Carter's welcome was also and genuine. He welcomed Trudeau as one of the most talented world's leading "underdogs" of problems in less developed countries and expressed the hope that "the commonwealth to be met. Confident and very well." Brian Carter and Bruce Phillips of CTV. "The stability there in Canada is of central importance to us and the Confederation is obviously of importance to us."

At the White House the word was that Trudeau had made Carter and his cabinet more aware of the Quebec case. "When the cabinet knew that the President has an interest," an aide notes, "it goes down the line." Trudeau used his own appearance to stress that he wasn't holding his breath. He had suggested that "separatism" would be much more grave than the Cuban missile crisis. When columnist Rowland Tegen wondered why it would be so grave for Americans who used to give a couple of new states in the deal, Trudeau replied: "If the second largest country in the world, the country that is north of you, breaks up, it means to me it will send shock waves to a

lot of people in the world. It would be very surprising if Washington would not be somewhat concerned."

There was a curious phenomenon in the "style" sections of Washington newspapers about the length of Margaret Trudeau's "adorned" model hair. Between her neck and (lower) and the black mane-year-old Amy Carter took to read during the State Room dinner (*The Story Of The Gensberg Address* and *Charles In The Glass Elevator*). Margaret, who changed the look with her beauty, allowed that she had feared Rowland Carter the he had intended "to over-extend" her hair and that the President's wife was usually unimpressed. To criticism from such major designers as Bill Blass, Margaret says: "I was also worried, worried being disturbed by the fashion industry and its promoters in the media. The one evening the PM's wife compared notes with Elizabeth Taylor."

Any Carter's "adorned" model hair? Margaret welcomes the Trudeau's style, while still someone with her dress, blonde



With Taylor's hair, she was the day and that Senate campaign of her latest husband, John Warner, former secretary of the navy.

On the Trudeau personally noted that the appearance of U.S. law in American newspapers in Canada was "largely irresponsible" (for supposedly anti-American anyone is the part). "We don't like you to tell us what we can do" and Trudeau. Those remarks, however, were taped after Trudeau's last meeting with Carter. Even so, the Americans are in a select mood these days. An anti-war protest song,



When *New AN The Flowers Gave* was included in the repertoire of a young group of singers who performed for the Carters and Trudeau at the White House. Harry Belafonte was also there, making his first appearance since the Kennedy assassination. He himself directly pronounced the healing of the war left by Lester Pearson on the late President Johnson when he criticized U.S. bombing during the Vietnam war. By taking with his voice, "When our nation has made a mistake because of its excessive dependence on our own military strength, Canada and its people have



national and the kind of a demand for ethnic identity and commitment to unchanging truths that are a rather reminder to us as massive car-overs parties."

Canada's relatively favorable policy of naturalization has also been another factor for the internationalism. Originally, Washington feared about racism in Canadian press and a ban on export shipments of supplies required in Canada. With Americans in a deep debt to the United States, which was relieved somewhat by the emergency release of Canadian gas. Canada's policy seemed gradually well-entrenched—a principle Washington clearly understood.

Self-interest, in fact, is what motivated American approval of Trudeau's candidature to decide among various American gas pipeline proposals by next September. It was then that Carter had not had deadline on the issue. The American establishment and the U.S. Federal Energy Administration appear to be leaning toward the approval of Canadian and U.S. companies for a gas line down the Mackinac River Valley. While Trudeau asserts that it will not occur if there will even be a pipeline ap-

proposals, Trudeau's own stance on foreign regulations in coastal waters to avoid another oil spill, about new 200-mile limit proclaimed by both countries now ending, and agreed that, while Canada faces an internal crisis, there should be no open phase in which problems arise between Carter's Washington and Trudeau's Ottawa.

The most immediate benefit of the Trudeau visit was the improvement in Trudeau's domestic image. It allowed him to continue a steady trend toward conciliation rather than confrontation with labor. Atlantic provinces and Quebec, in particular, for the last year Trudeau's official party included critics under the Liberal party, most notably, the late Maurice Dupont. Denis McDermott of the Mount St. Vincent University of Toronto president John Evans.

When he stood in Calgary and declared himself "I'm not with all the criticism I've received. Canada's unity will not be fractured." The applause was tremendous and sustained. "When the Democrats' Clement Zablocki observed last, 'these members of Congress didn't think Canada could speak such a bold English. He speaks better than most of us.'"

Trudeau had nothing new to offer domestic consumers in terms of incentives but he said: "Style is the main factor."

BOMER LAMER

## QUEBEC

### And the beat goes on

Let Trudeau and the English Canadians permit a key strategy of Quebec's separatist movement to be the "style" of its leader. They say the current will be for who who gets the most out of Canada. "It is a mistake to pretend to believe that of Prime Minister Levesque and other leaders of the Parti Quebecois, the face of French Canada. Trudeau's strong defense of federalism in this widely advertised speech to the U.S. Congress. While a new separatist movement has begun work on a long-term plan for a referendum on separation, Levesque's strategy, let Trudeau's speech, which was intended across the province. When he finally did comment, it was weekly news conference more than 24 hours after the speech, it was with the caution remark that if only the federal leader would stop his "sensational news." Quebec would be ready to go down and discuss any serious constitutional proposal by the federal government.

It is no accident that the Prime Minister's visit was widely recognized of the Parti Quebecois, which has been driven into a state of independence objective during last November's election campaign—when the Liberals wanted to talk about nothing else. One of the men who carried out the election strategy, the 43-year-old political scientist, Michel Charbonneau, has since moved from the party's long-term office in Montreal to the historic opera-

## The strange departure of Jake Warren

Conduct is not common in either politics or diplomacy, so Canadians may never know the truth about a question that loomed in the background throughout the Trudeau visit to Washington. Did Jake Warren jump or was he pushed? Just before the Prime Minister turned south for his official call on President Carter, word leaked out that J. H. Warren, Canada's ambassador to Washington, was resigning. Said an embassy official: "The timing could not have been worse."

Newspapers quickly briefed with stories, rumors, hints, denials and wild guesses. For the government the most embarrassing accounts were written by Ben Tormey of Southern News Services, suggesting that Warren had, in effect, been fired for his too vigorous objections to interference from the Prime Minister's Office. In particular Warren was said to have protested the fact that Trudeau's foreign affairs adviser, Jean Hout, was dropping down to Washington to make deals with consulting the embassy. Trudeau's Head and the embassy all denied the charges. Some of Warren's friends said the ambassador was simply using advantage of the federal government's generous pension scheme, which allows civil servants with 30 years of service to retire at age 55. Warren who was 50 in April, has been in his post since 1972, and is now in his 10th year as High Commissioner to the United Kingdom and the last 30 months in Washington.

But it was the Tormey story which Warren knew about that appeared, that caused the biggest scandal. George Ellis, minister of international trade and the secretary, a former advertising executive (and author of the *Liberals* this "land



Warren, Robert Hargrave and Trudeau in Washington, where he, Mr. Ambassador!

is strong" slogan for the 1972 federal election, a newcomer to diplomacy told me that "I was my understanding all along that Mr. Warren was only going to be in Washington for two years. I thought that was the generally understood term. What happened is that he had some discussions with the Department [of General Affairs] about his future. He just asked about his was going next. Some-how the plot got out and slipped into the other

story. As for his relations with the rest of us, as I know they are good and, having heard, I know they're good with Jean Hout. "The account, however, contained a number of points that are difficult to accept. One is that specifically several two-year postings of the ambassadorial level are actually untrue. At another is that the one had even mentioned that he was generally understood term. At this point the

story of Warren's resignation appears to have been leaked in an indirect way by the external affairs department in Ottawa and such occurrences are generally about as second-hand as brain surgery.

There has been a running battle going on between External Affairs and the Prime Minister's Office for years and Washington has been a frequent battleground. For example, External Affairs did not want Ellis to be replaced, in his present post. External wanted a disgruntled appointment. In addition, the Embassy was upset by the fact that Ottawa let Warren remain around the United States explaining that the deletion of advertisements from American TV programs carried into Canada by cable made perfect sense—right up to the time the policy was quietly reversed by Ottawa. There was also resentment of the way Hout appeared to be conducting his own foreign policy behind, unconsulted about the Embassy.

Warren has remained silent, proper and silent on all these matters. But if he wasn't fired, certainly nobody begged him to continue in a posting where he has performed competently.

As for his replacement, current speculation in Ottawa and Washington has thrown up a number of names, including those of two former cabinet ministers, Mitchell Sharp and Jean-Luc Pepin. Sharp says he isn't looking for the job, but might accept it if asked to do so in terms of the timing of his day to his country. "The appointment of Pepin, currently co-chairman of the Anti-Inflation Board, energetic and well connected, would be well received by the Embassy staff in Washington. The only thing Canadians can be sure of, however, is that by about August, Warren should step in a new post, and assurances that there is nothing he would rather do. The design of planning was to be a second-term man. (NATION STAFF AND OWNERS REPORT)



Trudeau's Topper only in America

present in Canada because of nerve land down and potential environmental damage, an official spokesman for the two men. "We would like to be in a position not to embarrass Carter" by failing to make the Canadian decision before Carter has to make his.

On other outstanding issues, Canada Ambassador, Ambassador "France" site opinion of the leadership in "Managing current affairs." In fact, he said, Canada has failed the defense of television commercials as American signals carried by Canadian cable companies, displayed the wrong side of the French Revolution. Review Agencies and safety, also emphasized the so-called Third Option policy which Americans viewed as violating ties with other nations at the expense of the United States. Further part the Americans have checked the Glenora River dam project in New Brunswick which threatened to pollute Manitoba even, agreed in Eke-

that, whatever the result, the vote will be a "massive victory," a term he used in 1970 and 1973 to describe his party's election defeat. The referendum refers, rather than caught, immediate opposition, grew out of those linked clerical campaigns and the one who devoted it, later governmental Affairs Minister Claude Martin was at the time, when he had a combined party-government "National Referendum Committee" that must produce a full strategy by mid-June, when the mechanics of the vote, including the funding of pre- and anti-independence parties, are to be presented to the National Assembly approved by committee members and government. Martin's leader Robert Brien.

As much as anything else, the members of the committee, which includes the party's highly successful fund-raiser, no president, Pierre Rasmussen, appear to have been picked for their gross moral irregularities. When the referendum does



Levesque, Rasmussen and Hargrave: the best defense, sometimes, is no defense at all









Bytown Betty's psychological warfare

harboring separatists and/or shirking its duty to promote national unity. But while the incoherent Sunday Morning rantings were badly needed balance to the otherwise rational treatment the media often maintained deadly serious about the presence of separatism in the network, raising the spectre of censorship were:

The attacks on the cbc began with a well-known speech in the Senate by former minister Jean Marchand, who declared "If over this country is destroyed, it will have been destroyed to the man by a federal government that is financed by Canadians through their taxes." It continued the new right in a Toronto speech by former minister Mitchell Sharp, who asked "What is the cbc doing to help to break down the barriers between the two world markets and to promote harmony and understanding? Her observations are bloody right. And I include both the English and French networks."

There followed an avalanche of bitter comments by cabinet ministers angry at the cbc and especially its French arm, Radio-Canada. "The most disturbing statement came from Urban Affairs Minister André Gendreau, who told The Toronto Star in an interview "Every night there's a bias and every night it's in favour of the separatists." In the last broadcast of McCarry's cbc Radio-Canada should be fired and that he is ready to name names for the benefit of cbc president Al Johnson.

Johnson rejected the invitation to hunt for separatists. "We have never engaged people on the basis of a political bias," he said, "and we are not going to start now." He also rebutted charges of biased coverage saying "I hardly do not believe the cbc does this."

In recent weeks, Johnson has been treated before in a hostile manner and the Liberal caucus to face accusations that the

cbc's coverage is pre-separatist or at best unashamedly pro-Canadian. At the same time, when he tried to defend one separatist Radio-Canada employee who was labelled a separatist, Sir Paul Langton (Liberal-Chicago) walked out in disgust. And Conservative Leader Joe Clark, in one of his toughest moments in one of his toughest battles, tried a deliberate partisan attempt by the Liberal party and by some moderate to try to create the impression in English Canada that separatism was created by the cbc.

After a personal appeal from Johnson, Prime Minister Pierre Trudeau intervened in the controversy, asking his cabinet colleagues to back off in their criticism. But the next day, Trudeau himself jumped on the bandwagon, he said the "illness of Canadians that Liberal who 'are very concerned about the possibility of cbc/Radio-Canada propagating separatism. I'm not at all offended that they think so and that they say so." Of Trudeau's offer to name names, the Prime Minister said "I am not prepared to list for offering his services to the cbc." Added Trudeau "I do not think the opposition appears to be aware, and I am telling them with all the under it can command that almost everyone, including the high officials of the cbc, would be prepared to concede that 'the overwhelming majority of employees in the [French-language] cbc are of separatist leaning'."

His comments prompted a rare Commons' intervention from former Conservative minister Robert Stanfield. Accusing the Liberals of "denigration," Stanfield questioned their true motives and called for a public inquiry. Trudeau promised to give consideration to Stanfield's "moderate and constructive" proposal.

Given Trudeau's attitude the assault on

the cbc is expected to continue unabated and observers are beginning to wonder how much longer Johnson can take. Liberal MPs, especially those from Quebec, are pressing for a study into separatism ranging from loyalty oaths for cbc employees to a complete shutdown of the network. The language of criticism could result, at best, in a cowed cbc that pulls its punches in reporting on the federal government, flaring more national crises. At worst, there could be a return to the sort of apocalypticism practiced during the October Crisis of 1970, when cbc news was carefully filtered through a state-given screen. Says one journalist who was at the cbc then: "Every time I think of 1970 I shudder."

cbc employees say they have not yet felt any direct pressure to change their approach to the news and public affairs. Says one Radio-Canada staffer "We're used to it. It's like a chess game and the cbc is the clock. Whatever things get sticky, they tend to use their clock."

There is no doubt that many Radio-Canada employees are separatist. But the even bigger question is, are they doing their jobs professionally? The political critics say they are not, although their evidence is slimsy; the employees say they are and that the politicians are just overreacting to the absence of a rg government. Says Paul Rucore, Radio-Canada correspondent in Ottawa and vice-president of the Parliamentary Press Gallery "The fight is not with the cbc but with René Lévesque."

But some politicians argue that it is not enough for the network to report the news fairly and accurately. Parliament is setting up the cbc in 1986, also required to "contribute to the development of national unity." It is no less true, says Mitchell Sharp, that the cbc has failed "To not saying the cbc is not patriotic to the rg," he explains. "But it's not doing much about reinforcing harmony in the country. The French side of the network covers news of events taking place in French, the English side on events in English. There is little overlap."

Johnson has acknowledged this criticism and promised steps to correct the situation. But it points a dilemma for coexistence at the cbc: who have been trained to take a dispassionate view of events. How can a reporter comment fairly on an initiative by the rg government and, at the same time, promote national unity? Cbc's London chief news editor of English cbc, told his reporters after the Quebec election not so try to do both. Lomdale said "Some may argue that the cbc's duty is to hold Canada together by propagandizing on the behalf of federalism: it is not news and current affairs programs. In my view, this is not a reasonable role for us as news organizations, cbc reporters should not espouse separatism or federalism. They should continue to report and analyze to the best of their ability, striving always to be accurate, fair and impartial."

ANNEBERRY

# Tough looks terrific! ROUGH-HOUSES

**Look Mom... Sears makes 'em tough, but keeps the ga get 'em looks girls really go for!**

Pants, overalls and gauches of sturdy woven cotton-polyester that's shrink-resistant and machine-washable-dryable. Teamed with our smart machine-washable tops.

See Rough-Houses in most of our retail stores or on Page 244 of Sears Spring and Summer catalogue.

**Sears**

ROUGH-HOUSES

**2 GIRLS**

shop

Designer Sears Limited

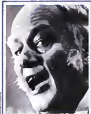


# What price separation?

Right off the top, Quebec would lose \$3 billion

By Ian Urquhart

In both Ottawa and Quebec City, discussion is one that makes the politicians usually uncomfortable. If Quebec were to separate, who would benefit and who would lose in terms of dollars and cents? Would Quebec suffer and Canada without Quebec prosper? Would both sides be worse off? Or possibly even better off?



Lévesque: 'a future immeasurably richer and more stimulating than the 109-year-old bird'

Quebec premier René Lévesque has attempted to paint a new picture of separation, saying it would lead to a "new northern tier" of Quebec and Canada without Quebec, with "a future immeasurably richer and more stimulating than the 109-year-old bird on which two nations must often feed and act like Churchill's two crows in the same bottle." But so far he has offered little evidence to support his vision, no balance sheets of Confederation to show how much Ottawa spends in Quebec. The provincial government won't even say that it has the figures and when he was asked if Quebec was competing there, a spokesman for Finance Minister Jacques Parizeau responded: "Absolutely not to mention."

Federal Finance Minister Donald Macdonald's department was even more nervous and coy when asked the same question. At first they threatened that any study was being done. Then, in response to a follow-up question, simply refused to give any in-

formation. Not even a "no comment," says one well-placed Ottawa source. "It's simply being done, and I'm not understanding one is being done, it's being done on a very lively basis and you'll never get your hands on it."

Quebec's reluctance to discuss the hard economic separation is understandable because the figures would show that they gain much more from Confederation than they return in tax dollars. Ottawa's reluctance is based on a different ground, it stems partly from fear of opening Western separatist gains from Confederation and partly from the bad experience Robert Bourassa had campaigning on the platform of "pro-linka federalism."

It's clearly true, as super-federalist Bryan Mackay says, that "there's a lot more in Canada than dollars and cents." It would be folly to focus the debate over separation exclusively on economics while overlooking the social, cultural and political impact. How, for example, does one place a value on the sense of spirit and stability that comes with a country that surrounds 4,000 miles without crossing an international border? How would Canadian citizens, English as well as francophone, feel if they were to be severed from the French element were reversed? How would Canada's economic and social eventual absorption by the United States? These and other important questions do not lead themselves to a dollars-and-cents evaluation. But the separationists both in Quebec and in the west, are bound to trot out figures supporting their cause as Lévesque's plebiscite and Confederation approaches (Alberta separatist Mike Harcourt has already said that "If Quebec goes it will be an economic godsend for Alberta") and the federalists will have to respond, even if it is not the battleground they would choose.

The fact is that the breakup of Canada, far from being the benign event that Lévesque presents, would be an economic catastrophe, at least in the short term, not just for Quebec but for the rest of Canada. Says federal Trade Minister Jean Chrétien: "It would be a traumatic experience that would not only involve civil, international, and maybe even violence, but if it came about, it would reverberate both Quebec and the rest of Canada." While Chrétien might be accused of hyperbole, there is no question that the various regions of Canada are economically interdependent and any significant disruption of the status quo would mean economic loss. The single motive for Confederation is indeed an

economic one: provided a common market for the goods and services produced in British North America. Not only did production gain a larger market, but they were also able to specialize and depend on their regions to supply the goods they required.

Says University of Toronto economist A. E. Safarian: "The size of the market permits more than a high degree of specialization of production and sources of supply. It also gives the agents of production a wider setting in which to seek employment, to increase their individual returns and to find more desirable occupations. In the process, not only is the welfare of the individual worker or worker enhanced, but the income of the community is also raised."

Most of the economic advantages of Confederation would, of course, be wiped after separation of Quebec and Canada were to form a customs and monetary union, as envisaged by Lévesque. But few observers expect that to happen. Says McGill University economist Eric Kierans, a friend and former colleague of Lévesque: "Premier of monetary union and common markets are a step too far, just too doubtful. The investment and the assurance in Quebec by suggesting that one can separate and still live together on the same old terms. Such a statement is not purely for Ques-



Chrétien: 'if it came about it would impoverish both Quebec and the rest of Canada'

bec nor separatist. Independence leads to independence and nowhere else. There is no halfway house or home in which the Canadian community survives after it is destroyed."

Even if a customs and monetary union were arranged after separation, Quebec and Canada would be no better off in the long term and would suffer considerable economic disruption in the short term, says André Rivest, former chairman of the Economic Council of Canada and now a Liberal member of Quebec's National Assembly. "Is it worth the risk?" he asks. Assuming, however, that no customs and monetary union was set up after separation, the biggest losers would be Quebec itself and Ontario, the economic heartland of Canada and the two chief beneficiaries of Confederation. Only the West, especially resource-rich Alberta and British Columbia, might be better off economically as that over. But even they would suffer from short-term economic disruption. Overall, the sum of economic output of a divided Canada would be lower than the whole and the standard of living of the average Canadian would fall.

The calculation of the impact of separation on trade, investment and other economic areas involves a good deal of speculation. Says McGill University economist Arlet (Darius): "Forecast of the economic consequences of Canada's disintegration are based on a great deal of guesswork and cannot be taken seriously enough for policy formulation." More likely, University of Toronto economist Albert Breton adds: "It's a heavy subject. There's nothing you can say with certainty. Any guy who's spent his month in my class."

Maclean's has nonetheless attempted to forecast the overall economic consequences of separation in four separate series. Federal spending, trade, investment and currency.

**Federal spending:** If Quebec separated, all federal spending in the former province would, of course, stop. The question remains: how much does Ottawa spend in Quebec and how does it compare with the tax revenue it collects in the province? A number of studies done on this question over the years have come up with varying results that one clear trend: Ottawa is



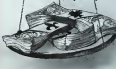
Kierans: 'promises of monetary union and common markets are sops to the hesitant'

## Quebec's balance sheet

What Ottawa spent in Quebec and received from the province during fiscal 1978-79:

Federal Expenditures:	(thousands of dollars)	Revenue from Quebec:	(thousands of dollars)
Equalization grants	\$1,007,528	Personal income tax	\$2,232,966
Health and welfare	548,287	Corporate income tax	1,177,680
Post-secondary education	240,899	Sales tax	830,001
Other grants to provinces and municipalities	287,438	Tariffs	459,882
Family allowances	520,200	Excise taxes	308,159
Old-age pensions	1,000,430	Air transportation	5,483
Unemployment insurance	1,073,519	Gasoline excises	113,573
Oil-price subsidy	650,000	Unemployment insurance premiums	656,800
Dairy and other farm subsidies	148,575	Non-tax revenue (post office, Bank of Canada, etc.)	773,010
Transportation grants and facilities	112,500		
Public works	148,719		
Other grants to companies and individuals	172,263		
Civil service salaries and fringe benefits	818,916		
Armed forces payroll	112,041		
Spent of public debt charges	399,230		
Share of all other government costs	1,266,017		

**\$9,383,684**



**Total economic benefits to Quebec: \$2,986,100,000**



spending more and more in Quebec, and the gap between the money it spends and the revenue it raises in the province is growing. A federal study of the fiscal year 1961-62 showed that Ottawa spent about \$200 million more in Quebec than it raised. But a more recent study by Quebec for the fiscal year 1975-76 documented the opposite: the province paid up to \$225 million more in taxes to Ottawa than was spent. A follow-up study by Quebec for the fiscal year 1977-78 showed, however, that the picture had changed substantially and Ottawa was spending up to \$650 million more in Quebec than it was raising. Finally, a study by University of Calgary economist Warren Bickerton for the period 1965 to 1976 showed that Quebec was a consistent winner, with a net gain ranging from about \$200 million in 1965-67 to a staggering \$1.48 billion in 1973-74.

Maclean's own study proves that the trend continued in Quebec's favour during 1979. Its net Ottawa spending more than three billion dollars more in Quebec than it raised. The increase is largely attributable to higher unemployment insurance, family allowance, social assistance payments and the new subsidy to hold down oil prices.

But the picture also shows that Quebec's share of federal spending has increased. In 1979, for example, Ottawa spent more than \$240 million more on Quebec's health care than it received. And in 1979, Ottawa spent more than \$240 million more on Quebec's health care than it received.

provinces. South figures are of course, open to challenge. Says McQuinn's assistant, "Economic analysis does not provide us with useful tools to estimate in Quebec an overall contribution to or benefit from federal finances. Any politician who appears with a set of figures is suspect." Separatists argue that the federal government is responsible for the deficit and the loss of jobs in the province. They say an independent Quebec would be more efficient and eliminate many of these jobs by cutting back on defence spending and ending the duplication of effort between Ottawa and Quebec City. On the other hand, these federal employees do pump money into the Quebec economy and the elimination of some or all of these jobs would mean an economic loss. While some unemployed civil servants would no doubt emigrate, an independent Quebec government would have to find jobs for the million fringe welfare rolls. The government might even decide to expand the military in Quebec to work up surplus labour.

Some might also quarrel with the inclusion of a portion of the public debt charges (2%, equivalent to Quebec's portion of the total Canadian population) as an expenditure. But the *Paris Quebecois* said in its 1979 booklet, *La Souveraineté et l'Economie*, offers to assume that part of

the debt proportional to its population in return for the surrender of federal assets such as airports and post offices in the province. Likewise, an independent Quebec would surrender its proportional share of federal assets in the other provinces. Finally, there might be some controversy over what taking Quebec's share of "all other (federal) government costs" on the expenditure side taking Quebec's portion of these costs would amount to. \$1.4 billion in 1975-76. While an independent Quebec might write off some of this amount entirely, such as its share of foreign aid (about \$100 million), much of the rest involves the purchase of goods and services in the province and would only be disguised with an economic loss. In summary, says Liberal economist Ruppel, "an independent Quebec would be incapable of maintaining the present level of public services without a significant increase in the fiscal burden. Indeed, this would appear to be the major drawback of separation."

On the other side of the equation, the separation of Quebec would not necessarily mean that the rest of Canada would have an additional three billion dollars to play with. Many federal government activities would have to be moved on at the same scale as before, but without Quebec's tax dollars. Some departments might be

## Character, quality, Royal Reserve.

A PROUD CANADIAN

Royal Reserve is proof that a great rye need not be expensive. Light, mixable character and fine quality at a truly modest price.



Corby. Good taste in Canada since 1859.

## No matter what you have to copy, Gestetner stencil duplicators make it perfectly clear.



Typewritten material. Drawings. Paste-ups. And yes, continuous-line photographs. You name it and the Gestetner stencil duplicating system can copy it.

Use as few as 100 copies or make as many as 10,000. On a variety of paper stocks. In sizes ranging from post cards to legal documents. And on both sides of the paper.

Not only is the Gestetner stencil duplicating system a lot more versatile than you may have thought, it's a heck of an easy and fast.

And the quality is every bit as good as photo-copying. Usually better.

And in the long run, it's a lot less of the cost. We'd be pleased to tell you all about Gestetner stencil duplicators. And their companion, dual-action electric stencil cutters that automatically make stencils from originals.

We'll be in the phone book, so give us a call. And then give us just 20 minutes of your time to show you the Gestetner stencil duplicating system and how it can save you enough money to pay for itself in a matter of months.

Fact is, no matter what you have to copy, Gestetner stencil duplicating is clearly the way to do it.

## Gestetner

The original word in paper communications





## Look your Sunday best every day of the week.

At the first hint of warm weather, take your spring wardrobe in your neighborhood Martinizing dry cleaner. He'll get everything as fresh as all springtime. No matter what you need dry cleaned, remember Martinizing is the name.

**MARTINIZING**  
The name to look for in dry cleaning.

while they off staff, but often, particularly External Affairs, would have to take on more to deal with a core foreign country. While Canada-without-Quebec would probably still come out ahead in this equation, Ontario might be a net loser because Quebec would have fewer air lanes to fly to. Says the University of Calgary's Blackman: "If the burden of insurance paid by residents of Ontario is compensated by expenditures of federal funds in other provinces which involve the purchasing of assets maintained in Ontario, it is just a matter of cycling Ontario's tax dollars through Newfoundland back to Ontario."

**Trade:** Latest federal government figures on international trade (see chart) are a decade out of date. Furthermore, they cover just manufactured goods, not air, sea, land or services. But manufacturing would be the field most affected if tariff walls were erected between Quebec and Canada (a trade dispute would happen). Says former federal deputy finance minister Simon Desrosiers: "The so-called economic union is a ploy. Most of Quebec's secondary industry depends heavily on the highly protected Canadian market. Other Canadians are prepared to accept the union only to the extent that they can believe it is a part of the vision that leads a nation together."

But Ontario probably benefits as much from the tariff in Quebec and could be hurt as much if it loses the Quebec market, where it sells about 13% of its manufactured goods. Says McGrath's Desrosiers: "Quebec consumers would soon discover that it would be cheaper to buy TV sets from Japan than from Ontario if both sets were subject to the same rates of duty." If the West were to follow Quebec's lead and impose a tariff, Ontario would lose both markets.

Between them, Ontario and Quebec account for more than 30% of the manufacturing output and employment in Canada. And, according to a study by the Economic Council of Canada, about 37% of the manufacturing jobs in Quebec and 37% in Ontario are dependent on tariff-protected sales to other provinces. The ECC also found that, in industries protected by a tariff of 10% or more on imported competition, 48% of the jobs are in Ontario, 37% in Quebec, and only 14% in the rest of Canada. It is difficult to say exactly what aspect of the imposition of external tariffs would have on these jobs, but it would not be inconceivable.

In the West, however, there is little man-



Raynauld: 'an independent Quebec could not maintain present levels of public services'

ufacturing and what there is would scarcely be affected by external tariffs. For example, shops just a 300 of a mile from the border in the province of Manitoba. If the four western provinces were to appreciate and form their own currency, they could, in fact, raise their standard of living substantially by exclusively removing the existing tariff barriers, at least until their common freeness into one. One recent study put the cost of the tariff in the West at \$200 million in 1979. Another put the cost of the tariff and other federal economic policies to Alberta alone at \$1.3 billion in 1976. The Atlantic provinces could also increase their standard of living if they were to lower unduly the tariffs protecting their industries, but only at the expense of sector migration of labour. Imports of goods would only rise less, but workers in manufacturing industries would have to look elsewhere for jobs.

**Investment:** Whether or not Quebec and Canada without Quebec form a customs and monetary union after separation is irrelevant in both cases would probably decline, at least in the initial stages. Says one Bay Street analyst: "Investors aren't as much pointed as they are uncertain. If Quebec is partitioned, they wouldn't know what to expect, and they would hold off." After the usual shock, investors could be attracted

# A new liqueur from Hiram Walker. It's chocolate. And it's nuts.



SWISS CHOCOLATE  
Pour it in. Swiss Chocolate Almond is a highball glass packed with ice. Top with milk.



SCHUSCHUCKER:  
Add it in. Swiss Chocolate Almond is a cup of hot chocolate. Serve with softened toppings and shaved chocolate.



ON THE ROCKS

It's a taste you and your friends have been waiting for.

If you like the flavor of rich Swiss chocolate and choice almonds, put some Hiram Walker Swiss Chocolate Almond in your bar.

It mixes into a cluster of great new drinks. Hiram Walker Swiss Chocolate Almond. It's delicious. Because it's chocolate. And it's nuts.

**Hiram Walker**  
**Swiss Chocolate Almond.**  
*Another Hiram Walker quality liqueur.*

## Where The Goods Go

Shipments of manufactured goods between Quebec and the rest of Canada and to other countries

Place of origin	Quebec	Rest of Canada	Abroad
Quebec	34.2%	15.2%	50.6%
Rest of Canada	14.1%	69.7%	16.2%
Ontario	15.2%	72.5%	12.3%
		(including Ontario)	



HANSEL:  
Chocolate on Hand. Put in Swiss Chocolate Almond with it in Hiram Walker Peppermint Schnapps and 3 or 4 vanilla ice cream. Serve in a cocktail glass, with shaved chocolate.



# At Last! The Book Canada Has Been Waiting For...



## ONE CANADA Memoirs of the Right Honourable John G. DIEFENBAKER

The Years of Achievement  
1956-1962

For the thousands of Canadians from Newfoundland to British Columbia who bought and read and loved the first volume of Mr. Diefenbaker's memoirs, *The Crusading Years 1898-1956*, here, in the second man's own words, is his account of the exciting and triumphant years 1956-1962. This is the inside story of the years of conflict that followed the election of 1967 when Canadians discovered they had toppled the Liberals from power after twenty-two years, and made John George Diefenbaker the thirteenth Prime Minister of Canada.

\$19.95

Published by Macmillan of Canada  
Both volumes now available at good bookstores  
across Canada

book if there were an economic union between the two separate parts, but they would stay away if no union came about. The economy of such a separate market, one with a population of about six million and the other with about 15 million, just could not sustain the same level of investment in one market with a population of 21 million.

Without an economic union, says Eric Kierkes, Quebec would become a "warehouse economy," where imported goods were stored for labeling and inspection but few goods were manufactured. Unless the rest of Canada went to stay together, Ontario would also be seriously hurt by the de-mustering economy of scale. Again, the West, with its emphasis on resource extraction, would be better off than Ontario. The Atlantic provinces could hardly be worse off than they are now.



Reisman: "most Quebec secondary industry now depends on a very protected Canadian market"

Existing corporate holdings in Quebec might also fall in value after separation. This could hurt foreign and Canadian outside Quebec, who have substantial assets in the province, more than Quebecers. Alcan Aluminium, a company with most Quebec holdings, for example, is 47.9% collectively owned, 32.5% owned by Canadians outside Quebec and only 20% owned by residents of Quebec. Similarly, Bell Canada's another corporate giant with large Quebec holdings, is 75% owned by Canadians outside Quebec. André Raymond has estimated that French-speaking Quebecers control just 15% of all the province's manufacturing output and a mere 2% of its mining output. The stock market may already have discounted the value of Quebec-based stocks in anticipation of separation, however. A



Rebelling Ghent Dorian Catto was back in 1922 on a shipwrecked steamer near an island where there took their

## One hundred thousand Scottish welcomes; from \$284\*

The highlands and lowlands ring with the skirl of pipes and ceud mhe fhuir; Scotland's one hundred thousand welcomes to this most diversified and colourful of countries.



It's the best place of Robbie Burns, Bannockburn, and Sir Walter Scott. The spawning ground for famous folk songs evocative of a dauntless spirit, for golf, and for the most sought-after of whiskies. It's the home of Macbeth, its ghosts in medieval castles, and Nessie, the most awesome and mysterious of monsters. Scotland—it's all here.

Any day of the week, British Airways can bring you to all of this warmth, history, mystery, and excitement as delightfully low Chances Climb Fares—and you choose your own gateway, scheduled departure times to and from Prestwick, or anywhere else we go in Britain.

\$59 a week gets you a car with unlimited mileage. And, who knows?—maybe a peak at Nessie.

Just say the word, and British Airways will have a self-drive

car, with unlimited mileage, awaiting your arrival. That's economy in the grand Scottish tradition, and just one of the many extras we can offer you.

For more information about holidays in Britain, send for a free, 44-page book, "Welcome to Royal Britain—in Silver Jubilee Year." Write: The British Tourist Authority, P.O. Box 2106, Toronto, Ontario M5W 1H1.

Sound good? Welcome—a hundred thousand welcomes—to Britain.

\*Price based on Montreal-Prestwick return. Chances Climb Fares. Toronto (any day) \$594. Both available until May 18. Prices higher after that date.

Britain.  
A treasure at a bargain.

British  
airways  
ETA



## For the New Quebec, a new economic establishment

their names are virtually unknown in the rest of Canada, their faces unfamiliar even in Quebec. But when Premier René Lévesque rose to address the Northern Chamber of Commerce in February, he was flanked by men who were members of a group that has been the driving force of Lévesque's fledgling Parti Québécois government in the months and years to come. And, in the event that a sovereign Quebec should some day become a reality, these same men would face the difficult task of defending and developing their country's economic health in the face of competition from the Canadian and U.S. markets that would await the birth of the new state.

It is this reality that would await the birth of the new state. The spectre of a 100-year-old independence proclamation that has barely been perceived in the rest of Canada, the new Quebec economic and

They have emerged from what the *Paris-Quebecois* energy minister Guy Joncas calls "Quebec's third economic establishment." First there were the old-established Anglo-Canadian companies that flourished in the 1950s and '60s. Most recently, the boom when British was Quebec's export trading partner. Then came the new installations, which located in Quebec because of the natural resources or markets available. To be sure, there have been similarities of French-Canadian talent and success in the business world, typified by the names of the province's industrialists: Joakim de Grandpré, former president of the Bombardier-McWorlth; Claude Richer, president of Placer; and now heads of Minco Industries, of Quebec capitalised Pearl Diamonds. Yet these men have scarcely constituted an economic power bloc within the Quebec context. Now, notes Joncas, "the new players have not yet taken hold, nor have 30 results in capitalism, but rather in the explosive growth of provincially directed financial and industrial institutions that were spawned in the years of Quebec's Quiet Revolution. And it is for these men adds Joncas, that the power struggle is being fought. It is the power for the future of the Quebec economy can be found." Perhaps even more importantly, at a time when the business community is deeply suspicious of the left-leaning Lifesaver government, these men are going to be of crucial importance—both to the power they possess and to the balance of power they can wield as intermediaries between the government and the financial world.

Who are these men? For one thing, they are characterized by their dual links with government and business. In the shock that hit the business community last November 15 with the election of a separatist government, it was to these men that worried businessmen often turned first for assistance. They are not men necessarily committed to Quebec's eventual inde-

per dance, though at least one looks back with uncoloured bitterness on the days when French Canadians faced barriers to advancement in major financial institutions. Among the new elite

**Michel Bélanger**, president and chief executive officer of the Montreal-based Banque Parlole Inc. (assets \$2.6 billion), in July 1960 shortly after Premier Jean Lesage's Liberals took power in Quebec. Bélanger was on vacation in Quebec City. Only 36, he was a civil servant with the Federal Department of Finance on loan to the research staff of the Royal Commission on Energy. Then he met one of Lesage's ministers—René Lévesque. The first time I saw René Lévesque. He told me, "Bélanger, he looked like a guy who had just taken over after the [World War II French] resistance. He was in his office."

erment. However, this role may be diminished with La Banque Provinciale's recent acquisition of Unity Bank and its shift in interest towards the rest of Canada.

**Roland Groulx**, president of Quebec's petroleologic and powerful hydroelectric utility Hydro-Quebec. There is a story, perhaps apocryphal, that when former premier Robert Bourassa went to Europe with Roland Groulx the financial chief of Mirav warmly greeted Groulx and said "Ah, and is this the young man you've been telling us about, Roland?" as they met the Premier. Groulx is retiring next summer for health reasons, but he remains one of the most respected Quebecers on the international money market.

Belanger and Gilmour (below) and Massé (right): the Three Wise Men, 1977 version



karta. It was he who took Lévesque to meet

with three or four of the old civil servants at the door, who looked really out of place. I was hired on the spot," as Livestock's economic adviser in the Department of Hydraulic Resources.

When Belonger returned to start work in August and went to his office, there was a note on his desk: "I've gone on holidays. There is a secretary in the second door on the right, a secretary in the second door on the left. Good luck." It was signed by Llanesque. Later, Belonger helped persuade the Llanesque cabinet to accept Llanesque's resignation.

veque's plan to nationalize private electric companies in Quebec. After serving a variety of posts, he left the government in 1972 to become president and chief executive officer of the Montreal Stock Exchange and in April last year, president of the Banque Provinciale. He is universally admired, and they play an important intermediary role between business and politics.

karts. It was he who took Lavesque to meet his friends on Wall Street during the new Premier's trip to New York in January. As Lavesque pulls levers, Giroux's "armed into adviser" status is a question of the financial climate: by definition, the president of Hydro-Quebec must be an adviser.

Groulx believes that Quebec is best served by remaining in Canada. But he also makes it clear that he is prepared to continue helping the new government in whatever capacity he can after he retires in August. Says Groulx, "I would never refuse to help." One of the things he is urging upon the new government is a code for investors, so they will know the ground rules under a separatist government. "As long as they know the rules of the game for investment aren't going to be changed," says Groulx, "they'll come—

**Margot Mawad**, chairman of Quebec's

Société Générale de Financement, the province's publicly owned holding company that has interests ranging from shipbuilding to forestry exploration. Now in Massé led the Bank of Montreal: after 18 years, he had reached a higher position in the bank's hierarchy. "I was a very French Canadian ever, after 45 years with the company, he had risen to executive vice-president. He took early retirement and accepted the job of chairman of the Société Générale de Financement in 1982. He worked for the bank for 21 years, the longest I saw in my life," said and remembers the obstacles to success that once faced French Canadians in major Canadian banks. "You know," says Massé. "There is one bank that has been here since 1869, but I don't know how you know how to get to the top of a big executive office in that bank." Page 32 of 32

He is optimistic about the future of Quebec, and is determinedly telling people

exists as a network of provincial institutions over a wide range of fields. The aim is to give Quebecers the tools they lacked after years of malign neglect under the rule of Maurice Duplessis, and, equally important, to give them a cohesive anodyne for careers in management at a time when Quebec business administration was operating almost entirely in English. The drive resulted in, among other things, the 1963 nationalization of Hydro-Quebec, the 1965 formation of the *Caisse de Dépôt* as a result of an historic Ottawa-Quebec City compromise over the Canada Pension Plan, and a host of acronyms and ventures including *soécit* (the Quebec State-owned company that manages the province's Mining Exploration Corporation) and *soécop* (the Quebec Petroleum Exploration Corporation).

Now, in the aftermath of November 15, the relevance of these institutions may well hold the economic future of Quebec.

harvest of 18 major Quebec-based stocks in early February showed just one—Alcan—had more used in value since the November 13 election of the Parti Québécois. Some of the others had declined substantially in value.

**Garrone:** While some people believe economic union between an independent Quebec and Canada would be possible, at most no one foresees a monetary union. Says *Actual Decade*: "A central bank serving conflicting orders from its two sovereign masters would operate for loss. Monetary separation would be an inevitable consequence of Quebec's accession. Even Quebec's *Partisans* admit: 'The possibility of common currency is probably not very great in the present time.'"

What would be the result of printing or currency in "new"? The answer lies almost surely probably among speculators in both Quebec and Canada as the national money markets. This trend could probably be accompanied—and encouraged—by an outflow of investment capital from Quebec and Canada in search of higher interest rates elsewhere. If interest rates dropped, imports would cost more and it would also be more expensive to borrow the money needed to pay for foreign goods. The World Street credit ratings agencies in both Quebec and Canada "could only say that such a move would have a negative impact on the macroeconomic performance of Moody's."

The lower rating would mean borrowers would have to pay higher interest, all the could find anyone at all who would lend them money. To cut down on cash expenses, governments would have to be forced to raise taxes, guaranteeing a lower return on their debt.

The governments of both Quebec and Canada might also have to resort to exchange controls, such as those already being applied in Italy and Rhodesia, to limit the outflow of capital. All regions of Canada, not just Ontario or the Atlantic provinces, would be adversely affected as well as Quebec itself.

In 1967, the late Blane Fraser, writing in *Meridian's* concluded that imperialism would mean economic catastrophe. "It will be sad," he wrote of Canadian cities then in Ottawa and the English-speaking provinces knew that these industrial forces will not alone subdue the threat of imperialism. Aware that they now lack a (economic) capability of declining and producing will increase, not diminish, as some might fantasize. French Canada alone and they resolve to find or make way out of the trap that holds them. As a result, these marginal circumstances must result in some form—perhaps no more than a few years—on which to reduce the grievances and satisfy the aspirations that created upsurge feeling in the first place.

That was written 30 years ago. We can be running out of time. ☹



to constantly urging businessmen to

two heads. For some jittery-nerved Anglophone Quebec businessmen, that's not an entirely cheering thought. Says one English-speaking businessman: "In the land of the blind, the one-eyed man is king. And in Quebec now, the one-eyed man is an economist." "I understand the shock of the business community," says Jean-Roch Bowin, a special adviser to Li-

disque. "In November 18, they had no phone book any more. Not one of these phone numbers to any cabinet minister was any good anymore." The man now in power notes David have "never been in the network of communication with the business community." Now for francophone and anglophone Quebec businessmen alike, the new game in town is to learn different telephone numbers and make contact with the impressive and carry men who have taken over the levers of economic power. **CHAMBERS**



**The Hawaiian Islands.** Stop all thoughts of anywhere else for a moment. Think Hawaii. You see beautiful islands and palm trees and beaches with surf lapping the shore. And there are beautiful ten people and people with beautiful tans.

Typical.  
But that's not what Hawaii's really all about. It's all that and so much more. Hawaii is where East meets West under the best conditions in the world. And that just

keeps you on a moonlit night. Interesting people live here, too. For example, would you believe the Goddess of Fire, according to legend, lives here. In a volcano, one you look right down into. It's alive, too, all bubbly with molten lava. For more tranquil beauty, the island's largest city, Hilo, has an orchid population of millions and millions. Here also are grown most of the world's papaya and macadamia nuts. For real excitement, try game fishing off the Kona Coast, famous for its

Islanders. Stop here and the first thing that stops you will be the variety. In fact, there are more scenic distractions across Kauai's verdant valleys than you can count. Incidentally, you haven't heard the Hawaiian Wedding Song until you hear it here, at the unforgettable and romantic Pihl Grotto. **Molokai** is the Friendly Isle and it won't take too much time to figure out why. It's off the beaten path, relaxing, fishing and hunting are exceptional here.

# STOP:

DOING WHAT YOU'RE DOING AND VISIT HAWAII.

might make for the happiest people on earth. It's here in Hawaii that cultural ties to other times and other places are manifest throughout the islands. Each island has its own history, its own beauty, its own inviting aloha spirit and ways.

Come.  
**Hawaii** is the Big Island of the multi-island Hawaiian Fleet. In fact, it's twice as big as any of its neighbors, so naturally it's called the Big Island. Hawaii is not only large, it's high for a stopper of a scene, look up at snowcapped Mauna

peaks.  
**Maui.** Stop at Maui and you're stopping at what was once the brawling whaling capital of the Pacific. Today there are still whales; they cavort in freedom and safety in full view of golfers on championship courses. The old whaling town of Lahaina has been restored and features a whole string of waterside boutiques, eateries and quaint shops of one kind and another. Three miles away there's Kaunapali Beach and its world-renowned resort area.  
**Kauai.** It's the Garden Isle to

**Lanai.** This gentle island is the pineapple capital of Hawaii if not the world. It's a great place to take a vacation from your vacation. You know, just the two of you.  
**Oahu** is the Gathering Place. In fact, it's the first stop on most itineraries. No wonder. It's Honolulu and Waikiki; it's sun by day, swing by night. But out of all, it's one of the really sophisticated, worldly and wonderful places on earth. All we're really saying is that when you've seen one island, you've only seen one. So stop reading, see your travel agent, and come visit us!



Sea stop



Pic stop



Can't stop



Nap stop



Quick stop



Setup stop



Bea stop



Fuel stop



Full stop



Noise stop



Misheard stop



Last stop

## THE HAWAIIAN ISLANDS

More than a pretty place

On behalf of the people of Kauai, Oahu, Maui, Molokai, Lanai and the Big Island of Hawaii



# Made in Canada

Grosvonor Furs is showing the world. And vice-versa By Barbara Amiel

Mrs. David Evans was in a mood. Her scalpel face was showing just a hint of little lines around a lightning mouth. She moved across the sparsely seventh-floor of Bowers Teller's Manhattan department store, past the runway put up specially for last evening's charity show, and aimed her three diamond brooches and exquisitely understated seven-ringed fingers at a large photo of a Grosvonor Canada mink coat. "Take that sign away," she ordered. "Immediately. We will not have signs."

The two assistants following Mrs. Evans shook their carved heads nervously. "The Canadian Grosvonor Furs people put it up," said one apologetically. It seemed appropriate enough. Bowers Teller's had donated their seventh floor for the week benefit evening last December 18, and of the New York charity Jan One Break, Inc., an employment service for the physically handicapped sponsored by the likes of Mrs. Helen A. Rockefeller and Mrs. Cornelius Vanderbilt Whitney and 90 of their friends-in-sorts. Bowers had three same dementedly plastered all over the subterranean staircases. The highlight of the evening was to be an auction, commenced by bidding on a \$6,750 Canada Minkys Dens. Bull and Dark Furwashed mink coat—made and done up by the enterprising and shamelessly successful Montreal firm of D. H. Grosvonor Inc. For its part, Grosvonor had placed a showing of one of their Fopier minkskin suits, showing the Grosvonor label and minkie leaf symbol, on a soon filled with Bowers Teller minkskin being fingered in the name of charity.

"I don't care," said Bowers Teller's Mrs. Evans, looking over her shoulder at the mink Canadian consignment. "There will be no signs."

Robert Landau, president of Grosvonor Furs, produced quickly to one of his assistants. "Take it away," he said. His assistant nodded to her assistant. Her assistant conveyed the message to Mrs. Evans, agreeing but any embarrassing incident ended with Landau. Mrs. Evans received news of the surrender without softening a squint in confusion of her carefully physical face. As the wife of those designer David Evans, and in her own right the director of special events for Bowers Teller, she clearly had a presence to uphold.

The 300 or 400 guests milled around the runway show. Bowers had an display ("Two persons of all sizes will go directly in Jan One Break," announced an attendant Mrs. Evans.) Plates of solid rose and cranberry gold spilled over late white lace coats. T-shirts (for the under-five set, priced at six



dollars and up) and onto the glass show-cases of gold and brass neckties. Recently divorced Ethel Scott (she kept their New York town's company she got their previous middle in confusion) was there, all alone, dressed in head-to-toe knits by French designer Boris Relyart and looking a little like a demented English nanny on three sweaters and a rugby scarf to keep out the chill. Scandalous Cheryl Ruyter and her call by Lesage husband named about with the Newport set, exchanging married silk and smart little Newport first suites like Rinky and Cattie. In the corner of the room, looking desperately uncomfortable, standing there in her black suit wearing pyjamas and day-length white mink coat, was a middle-aged woman from Massachusetts. She reached her room. Over in the opposite corner she could see the racks of Grosvonor Canada furs that were to be featured in the fashion show later on. The women and fox capes and dark glimmering minks and seals were being eyed by the charity ladies (cheaply) and watched by their husbands (richly). Dana Boyd, assistant executive secretary of the Canada Mink Women's Association, headed gratefully over to the Canadian consignment area to Landau. He was enjoying the saved hassle.

Simple pose Paul Rep arranging points in the company's storage room (left), founder Bowers Grosvonor (below) and president Landau with assistant Jackman Levitt in a Red Fox Minkskin and Marie Soudry in a Coyote coat borrowed in 1970 for the night





"They've done it badly," he said. "This isn't the right crowd." By 7 p.m. his words were confirmed. The auction had been a failure. The guests had gubbed, gossiped, and gossiped over everything and then failed to bid on any of the items auctioned except a key and its cherry blossom standers, expensive (\$600) biscuits, and a key. The auctioneer and the Grosvenor Canada standers had to be removed a single after. The auction show had not been helped by a failure of the sound system. The models presented and turned on the runway in dead silence while a female Mrs. Evenstetter on down photos of the Grosvenor for costs in a special double only to the first three people around her.

Robert Landau promised. Here, after all, was the first Canadian fair company to break into the international retail market after 10 years of beating his head against the French and southern Canadian government agencies, the hostility of the U.S. unions, and the jealousy and conservative army maneuver of the American retail trade. Now just as he was getting a foothold on the U.S. market, the drama stands system had to fail. He did it.

"Next time," he said to his New York associate A. Ronald Gabe, "we do the whole thing ourselves. We make it a condition that we organize everything." If there was anything left in this contest it was only this: the concept was probably the first time in any business center that Robert



Andrea Carlucci Moore in a Grosvenor jacket in "The Spy (Band) Who Loved Me."

Landau hadn't done everything himself. He would probably not make that mistake again.

The success of Grosvenor Canada firm is on the one hand nothing more than a

business story with a lot of happy endings. On the other hand, it is another splendid example of ideas and dreams multiplying over hard economic realities. Business, as so many other things in life, is often still a struggle and always a struggle. Grosvenor Canada, with its emphasis on better quality to the low-price idea, its heavy costs and often fastidious price tags, is selling a product nobody really needs. They are expanding at a time when living standards are under attack and the class consciousness rising. Last year's luxury quality goods cost over \$4,000 to \$5,000, but this fall's cost will retail at \$3,000 to \$3,500. Now, Grosvenor has focused the majority of its sales on the whole sale to domestic and foreign manufacturers—who put their own labels in Grosvenor coats and sell them as exclusive. Holm-Randall designs or swanky Italian boutique coats and set out to market the Grosvenor Canada label as a source more to mark storage for Christmas. Dear or New York's Alexander.

If there is a message in the Grosvenor story, it is one that should be of some interest to those concerned with the over the apparent economic problems of so many Canadian businesses. The Grosvenor story illustrates that what Canadian business needs is not more government assistance (or interference), not more planning, and confidence, but vision and tenacity—the comprehensive imagination that is at the heart of successful private enterprise. In

## SPECIAL CLEARANCE BOOK SALE



### VALUABLE HARDCOVER BOOKS NOW AT HUGE SAVINGS

**THE WORLD OF PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

**THE WORLD OF THE PENGUIN:** The first step to an understanding of the world's most popular birds is the book's comprehensive look at the penguin, with a full description of the penguin's life history. Hardcover, 192 pages, \$14.95. Now only \$9.95.

## The whisky a man saves for himself...and his friends.

It's a matter of taste. So we take the time to blend together 29 great, aged whiskies...into one great taste. Adams Private Stock. One great taste over 100.



from Thomas Adams Distillers Ltd. ...we still care about quality.



the far trade, despite his previous, card-sharper and a relatively small growth potential). Grosvenor Canada in the last decade has carved out for its Montreal plant—where all its coins are manufactured—a solid chunk of the European market, a good start on the lucrative American scene, and a limited new boutique factory to label its Eurocoin. Toronto-Euro Centre. (And all this was achieved, notably, without a single line of investment in the future, pages of Canadian newspaper and magazine and with almost zero internet recognition of the Grosvenor Canada label—except in London, New York, Frankfurt and Geneva.)

Back in 1951, two brothers sitting in their comfortable English living room tossed a coin and a felt inside up. Heads would have meant John Grosvenor, tall, dark, Montreal, and so worn and child-like of Deane and Billy Grosvenor were picked up and the family crossed the Atlantic. Like their parents and grandparents, the Grosvenor brothers were skilled farmers, but pioneer England was enjoying industrial economy regulations for businessmen with international trade ambitions and government restrictions never did sit well with the Grosvenor brand. The Grosvenors set up a factory with eight employees in 1956 as they re-

turned in Montreal and in the same year returned a far coast in the Canadian Fair Trade Annual Exhibition and Competition. They won. In fact they were every year until they resigned from the position, which they considered "small-minded." The Grosvenor merchandising survey included having matches printed with their name and distributed at the exhibition. This caused other, smaller manufacturers to complain that the firm was "too individualistic."

By 1956 Deane Grosvenor had grown restless. True in 1954 he had started up a wire of newspaper publicity where, in the middle of a supposedly dull trade show, he met to the window of Toronto Royal York Hotel and threw a far coin over the back of the newspaper glass of the telephone below who pointed on it. That occasioned a somewhat sensitive letter from the Toronto-Grosvenor Bank that he had applied for an extension of his credit line. "You ought with to spend your money more constructively than by throwing coins out of the window," wrote a potted credit manager. (This was before Canadian financial institutions learned to become online bankers themselves.) And the name, Grosvenor's credit was extended. But in spite of the fact that Deane Grosvenor and family were doing well, while talking to the Canadian market was, well, as Grosvenor, Grosvenor coins were being sold with other coins, mainly in silver. When did a quarter of the buyers at Euro's or Hank Restrow checked happily over Deane Grosvenor's coins or the innovative designs of his subtle-trimmed Swiss? A man has his pride, and the Grosvenor family was not about to be swallowed up in the anonymity of the Euro's label. Deane wanted the Grosvenor name to be known.

Switzerland seemed a good place to try to test the international market and as Deane had a plane, and flew his coins of design and coins to be wonderful world of each-and-every in St. Moritz. Deane seemed a couple of days, did his mind up in Grosvenor's and soon business was turning over just "like a fish and chip shop." Francis Sargis even bought two coins—one marked and one for the two ex-husband's friends in St. Moritz, Lausanne and Goldfield, were not around. They discovered to buy from European wholesale purchases of Grosvenor Canada coins if his flag-bought retail volume were ever reported in St. Moritz.

But Deane had snafled money. The Canadian market was too small. If he could sell his Montreal coins in Rome, Paris, London and Geneva, the Grosvenor name could position itself far on a small on the even tougher U.S. market. Four years later, in 1964 he decided upon the Franklin Fort Fair.

"When we went there," recalls Deane, "they gave us the worst booth in the fair because we were just Canadians. So I decided to run a far market twice a day. Eventually we got such a crowd that the

# It's a train It's a boat It's a bus It's a bargain It's Eurailpass

**2 weeks unlimited First Class train travel, 13 countries \$170.**

You buy your Eurailpass here in Canada and presto...it practically gives you carte blanche to the Continent. On fast clean comfortable trains that are fun to ride, run frequently, and whisk you to the heart of class.

Take as many trains as you like, including Europe's deluxe trains that would cost extra without a Eurailpass.

Your Pass even covers certain bus or boat rides operated by Europe's railroads. A cruise up the Rhine or Danube. Steamship trips. Ferry crossings. Bus excursions.

You travel carfree...stop where you please, take off at whim. There's never any queuing up for tickets. A tick of your Pass and you're on board, ready to enjoy the view or to strike up acquaintances in the bar car (there's nothing like train travel for meeting Europeans). Indeed your Eurailpass is a train, a boat, a bus, a bargain...but it's much more. If you speak to people who've travelled with the Pass, they'll tell you it's the most rewarding way to see Europe.

See your Travel Agent about a Eurailpass. If it's not available already, A three-week Pass costs \$230. A one-month Pass costs \$300. Two months, \$350. Three months, \$430. For full-time students under 25 there's a Student-Pluspass, two months, Second Class, \$230.

Surfpass, P.O. Box 2700  
Toronto, Canada M5W 1K1

Please send no fee information on Europe's great travel bargain—Eurailpass and Student-Pluspass.

Name

Address

City  Prov.  PC

My Travel Agent is  147-608

AUSTRIA  
BELGIUM  
DENMARK  
FRANCE  
GERMANY HOLLAND  
ITALY LUXEMBOURG  
NORWAY PORTUGAL  
SPAIN SWEDEN  
SWITZERLAND

## EURAILPASS



## Share the Captain's gold.

Mix, share and enjoy  
Captain Morgan Gold Rum.  
It's your kind of rum.

Distributed independently and sold for "Grosvenor."





# Our tape turned John Ellison into a "SCOTCH" Man.



At Eastern Sound recording studios in Toronto they call audio engineer John Ellison, "The Gator." He analyzes every inch of tape so that you, like John John, Gordon Lightfoot and Martin McGraw, don't have to suffer dropped notes through or slippage. Which tape does The Gator prefer? I'd put SCOTCH tapes over any other tapes anytime. You can rely on SCOTCH tape, back after back, it's a better product. It gives you consistent quality.

SCOTCH puts the same quality into the products you use at home. It's a demanding professional quality. Use SCOTCH biased tapes at your recording session.

**Scotch**

**3M**

hair's breadth some error, bent down and pulled the fuse out of the power supply. We had no lights or microphone. We were told to leave and never come back."

The vulgar doors to do some selling led the fire to release itself at Frankfort's peak. Frankfort's "flood" where Governor Canada could see the open door 7 a.m. until midnight. Now every year on the second night of the Frankfort Fair at the Frankfort Hotel (the Governor's Canadian Fashion Show is The First Inaugural at night of 1990) a man with a microphone and a megaphone, the show last year attracted 1,850 buyers. In the meantime, four officials wrote successful letters to the Governor, begging them to return to the convention hall.

All the time, though lights were glowing, Dean Grover was not altogether content in his European way. He felt the time had come to build a stronger real base in Europe. His nephew, Robert London, who had joined the company and was rapidly considering himself as a powerful voice in the business, agreed. "What we need," said London, "is a person who is to feature our line." Which is how a Canadian company came to take over the fair department of this European company for the consumer market—Harrods in London.

Twice a year the London store has sales. On these occasions the British again display the discrimination and sense of a house that was once reserved for their work in evolving bedrooms around the globe. In the past few years, as the period ending declined and everything else (from napkins to glass) to come up, European and Asian have looked to win the sales conference. At about 10 o'clock on the evening of the first day of the January's Harrods sale, a quiet fight began outside the shop. Most of the early arrivals were Japanese and Belgian but a scattering of Middle East shoppers came at whom we saw with their own serving maids and women. Robert Madley, managing director of Harrods, an ex-actor-playwright of the royal mail establishment at his dark hair, jumped out, crest, crest-to-crest, and inside Harrods at the side entrance about half an hour before the doors were due to be opened. From his point of view the doors he could see ground against the windows of the store seemed to assemble the revolutionary invention of the fire drill and were exhibiting most of the same blood-thirsty manner.

Uplifted Billy Grover was parading the 3,200 square feet of the Harrods fair section, operated by and featuring only Governor Canada labelled items. That was an important day for him. Sales had been up 300% from last year, with Middle East buyers snapping up Canadian goods to wear around the drab halls of the society houses of England they were collecting. But these two weeks of sales were important in reducing inventory. It had

been three years now since they had taken over the retail department, working their way up from their first London office—supplying the Queen's furrier, Celine Leno. During the year, London and Grover kept their Madley selling his Governor Canada furs for the Harrods label, taking quality, persuading people of the value of having them cut out of the department under the Governor's Canada banner. Madley seemed to like them now. But still, thought Billy Grover, you could never count on a certain support. Madley had been showing some interest lately in playing a role in the design of Governor's fur and his desire to get into some other fur and leather coats like fur proved otherwise, they had to put the whole lot out on a reduced scale. Now, at the day of the big sale, a madhouse sound began to echo down the halls of Harrods. The smile of chaos smacking carried along the walls. "This must be the Japanese getting big hands on the British fur coats, and one of the staff—naturally it turned out. The salespeople in the fur salon stood up cautiously along the edges of the room. At the end of the hall they could see the sales couple speeding toward the fur salon. They were British. As the sales couple went with his lady's hand, he had crossed over the turquoise carpet the staff broke into polite applause. For three years this couple had been racing to be first. Last year they had come close—they were second. As the wife collapsed gracefully into a small pit chair, making to see the champagne and wine (regularly £17,200 reduced to £13,600—dollar equivalent \$12,340 to \$9,430), her eyes settled on a little red fur jacket. "That one," she would before quickly closing her eyes. Her husband stood behind her in a crowd of buyers and sellers. "Poor darling, the lovely new Canadian fur," he said by way of explanation.

The task of getting governments support for the expanding Governor's Canada overseas push fell to Robert London who, by 1973, had become president of Governor's Canada. It seemed to him that the growing sales of the company (up to \$15 million last year), with its Montreal staff of 200, profit sharing plan, and a French-Canadian director ought to qualify some support from a government that was paying a great deal of foreign aid by service to expansion of Canadian exports.

Then in the fall of 1976 London managed to pull off his Harrods coup when he got the store's importation control bill for a couple of Governor's fur, it was the first time since previous years that furs had been the theme of a central bill introduced. It was launched with a pain social occasion, hosted by the director of Harrods and they were over the chance that Margaret Trudeau would put an appearance. (She didn't bother to appear to find out to his delight in Governor's Montreal show room and have a fur coat made up.) The

**SUBSCRIBE TO**  
**Maclean's**  
**AND MEET:**  
**THE NEWS MAKERS AND LAWBREAKERS**  
**THE POETS AND PROPHETS**  
**THE FARMERS AND TEACHERS**  
**AND THE GUY NEXT DOOR...**

Every two weeks, Maclean's brings you the news and the people behind the news in a quality magazine marked by its fresh format and engaging style. And, by subscribing today, you'll receive

**26 issues for only \$9.75**  
 (HALF the regular newsstand rate)

## Maclean's CANADA'S NEWSMAGAZINE

SEND TO: BOX 9308, POSTAL STATION A, TORONTO, ONTARIO M6K 1Y5

Please send me the next 26 issues of Maclean's for only \$9.75.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROV. \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

RM/C38 ☐ Payment enclosed ☐ Please bill me

**LONG TERM SAVING:**  
☐ I prefer 48 issues of Maclean's for only \$15.96.

VALID IN CANADA ONLY

CLIP OUT THIS COUPON AND MAIL TODAY!



Herod's central hall display features furs, maps of Canada, Canadian antiques and ornate chandeliers exhibiting various aspects of the fur trade. The spectacle hopes to arouse the interest of other fur-producing nations. The Russian, American, Dutch and other governments responded to Landa's request for a token donation of \$250 (about \$425 per booth [Landa's cost in mounting the display, \$90,000]). The exhibition was to last one month and to hyper-Landa purchased into, right-page color advertisements in the British and U.S. editions of *Pope* as well as other magazines. Grosvonts was bringing over *Art Canada* more than five million dollars worth of Canadian-made furs. On the strength of this, a request was made to Ottawa to sponsor one booth as a way of displaying official government support. This unprecedented suggestion won the federal government's assent as a way of confidence. What sponsor a booth for a single firm? The government involved from this notice is what appeared to be their banner. They explained that policy prevented them from assisting an individual company. They could only offer direct financial support to trade organizations or, presumably, to the media and business themselves. Accordingly, Landa petitioned the federal government's aristocratic reluctance to engage in the nation's business to the government of Quebec, which promptly responded with a cheque for \$4,000. It seemed that



Alekhan Lyne. Fur coat: \$28,000

showing up the furs was worth 30 times the amount Landa had originally asked for. Landa was not surprised by Ottawa's attitude. Back in 1986, when he first attempted to move into the U.S. market and took a suite at New York's Pierre Hotel to display his furs, his American fur broker

was nagged up by local fur union men who were boycotting the unlicensed Canadian products on the grounds that, in the ancestral words of George Stork's, manager of the Furriers Joint Council, "our women don't live off what our Canadian brother earns. We don't pool our wages." (Neither, it seemed, did George Stork, who in 1975, along with several other union biggies, was convicted of taking kickbacks from manufacturers.) When Landa and his brother, Ronald Gabe, asked the Canadian consulate in New York for help, no one—by their claims—was available to write to the fur union. The Canadian consulate was out for lunch.

Despite the animosity of the U.S. press, Landa kept working away at getting a big American store to feature Grosvonts furs. For a few years, he hyped New York. Then he decided on a massive media campaign with close to \$500,000 worth of print advertising. The results were immediate. Fashion page stories in *The New York Times*, *Grosvonts* furs in a James Bond film, *Movier* *Grosvonts* Canada furs featured on the *Fifth Avenue Show* and finally night of the *Fifth Avenue* windows of Manhattan's *Bornes*. Teller was filled exclusively with Grosvonts furs. *Bornes* Teller was to be the one American home of Grosvonts Canada furs.

"I don't know how I'm going to stop you," said Oliver Gault, then president of

the American Fur Manufacturers Association in a telephone call to Ronald Gabe, "but I'm going to stop you because you Canadians are harming our fur trade." Not everyone shared Gault's view. "Grosvonts has helped everyone in the fur business," says Sandy Parker, formerly of *Women's Wear Daily*. "Their advertising has a spill-over effect and it just makes the product more far conscious."

The Canadian consulate proffered long lunch convalesces. In the elegant surroundings of Manhattan's exclusive *Le Cordon* restaurant last December, Robert Landa watched the Consul-General and his assistant pick at their platters of food while he waited. "Most time you're in town," consulate officials had told Landa after engaging one of his lavish receptions, "you must have lunch with us." On the way over to the consulate offices high above the Avenue of the Americas, Landa and his colleagues speculated on where their government would take them to eat. "Maybe" said Gabe hopefully, "to the Canadian Club." Novoruck took the Consul-General, it appeared, expected to be taken to lunch. His assistant, instead, particularly happy with the expensive meal (\$200 for five) and leaned back in his chair to reflectively light a cigar before dinner. Landa decided to make one last stab at getting some action out of the New York-based Canadians. "What," he said, "can you do to help us?"



Red and green Mohr. Mohr: \$2,000

The Canadian officials offered the use of the consulate for a reception, but the exquisitely furnished offices with their stainless steel and velvet furniture, long corridors and acres of broadcast room simply not suitable for a fashion show. Landa wondered if the consulate would just lend

its name as host or sponsor of a fashion show elsewhere. "If you want other ambassadors or enough to attend, then you have to have your own consul sponsor it," he explained. "The French ambassador sponsors Dior or Balmain, not just little associations show."

The Canadian Consul-General was extremely evasive. "You know how anxious I am to help Canada in business," he assured. "We're working very hard to get a whole edition of *Pope* in French Canada." "But I need the cooperation," said Landa. "The state of Alaska offered me cooperative advertising, share expenses." "Well," said the Consul-General's assistant, breaking some vital hint off his busy sword and avoiding Landa's eye, "a manufacturer already has help in the expense deduction clause." He eyed the desert valley.

"We don't make the rules," explained the vice of the Consul-General, sounding like a nervous announcement. "We have to follow the guidelines Ottawa sets for us." Sleep. On the way back to his hotel room Landa wryly remarked: "The only reason *Pope* is even considering a Canadian feature is because of the advertising we placed in it and the interests we've built up." He shrugged. "What does it matter anyway? I can't be bothered with those government man expenses. We'll do it on our own, Gabe. It's the best way." And in 1977, so effectively old-fashioned.

## Time is on our side.

Only one Canadian Whisky blends the aristocratic mellowness of 18 years with the smoothness of 8. Royal Command.



Royal Command Canadian Whisky. The only 8 & 18 year blend. Only from P&M & Teller.



# Make The Chrysler Choice in '77

What a fine choice Chrysler offers you in '77: from the comfort and spaciousness of full-size Chrysler New Yorker, Chrysler Newport, Dodge Royal Monaco, and Plymouth Gran Fury to the family room of mid-size Dodge Monaco and Plymouth Fury; from the personal luxury of Chrysler Cordoba and Dodge Charger SE to the popular

compacts for big car drivers, Dodge Aspen and Plymouth Volare. In small economy cars there's Arrow hatchback and Colt sedans, wagons and handtraps. And if trucks are your choice, look for Dodge pickups, vans and wagons, 2- and 4-wheel drive Ramchargers and Dodge medium duty trucks. Talk about choice! Talk to your Dodge or Plymouth dealer.



A full-size measure of luxury DODGE ROYAL MONACO and PLYMOUTH GRAN FURY



New mid-size DODGE MONACO



DODGE TRUCKS have got it where it counts



The "success" compact PLYMOUTH VOLARE



The grape-winning CHRYSLER CORDOBA



# The World

Of course Amin must go. The question is: who'll send him?



For sick troops, for too equal 3d Amin Dada. As the world reacted with outrage to the news that the Anglican Archbishop of Uganda, James Leavelle, and two government ministers had been violent deaths, Uganda's President for 16 months had already being delegates to a conference of African, Caribbean and Pacific states in Kampala to have them "for many people other part of the world are dying because of their political activities." Amin is the same leader he set down the fact that 16 people had been arrested in connection with yet another alleged plot to overthrow him.

His statement also coincided with reports that the vice-chancellor of Uganda's Makerere University and two other academics had been arrested and possibly killed, and that the chairman of the State Research Bureau (SRB) and Public Safety Unit (PSU) — whose ranks are made up mostly of Muslim members of Amin's own tribe, the Kakwa, and other loyal "Nubians" from the west Nile area — were once again at work among the Christians of the Acholi and Langi tribes. These supporters of former President Milton Obote (a Langi) were Amin's first targets after his take-over in January 1971 in a

outright purge of the armed forces. Observers saw the latest wave of terror as an extension of the Ugandan dictator's attempt to place his control on the country. In part the struggle is a religious one. Amin is a Muslim; in part it is tribal. Having largely established Muslim dominance of government and the armed forces, Amin now is moving against the Christian churches which form some of the remaining focal points for criticism of his regime.

If this was the intention, Leavelle clearly was a prime target — as a member of the Acholi tribe and a long-standing critic of Amin's persecution of his and other Christian faiths.

In mid-February, three men were executed before 1000 troops in Kampala's Nile Gardens as conspirators in an alleged attempt to overthrow Amin — with United States, Israeli and British help — on February 25. The sixth anniversary of his seizure of power, led him to cause their co-conspirators, the men singled out by Ugandan Water Resources Minister Enayya Oryema and Internal Affairs Minister Charles Oduka-Oduka. Minister Isaac Lwanga and the two other men, all of whom had been prisoners at the city, were hanged

Amin left, claiming to celebrate his 15 years in power, a year later (repeated, though killing is what he still does best)

into a Range Rover and drove away. They were not once seen again.

The official version is that they were killed when they tried to overpower the driver, a Major Moses, and the Range Rover crashed. But few outsiders believed the story. For one thing, Moses survived relatively unscathed. For another, the government reacted on a promise to hand the bodies over to relatives. Colonel Burgess Carr, secretary of the All African Conference of Churches, bluntly said that Lwanga had been murdered by the Ugandan army forces, and that indeed seemed to be the case.

The most sensational version, at the governmental-controlled *Talisman* as *Daily News* said that Lwanga was shot by Amin himself a few days after he was stripped of the floor of Nakasongola Lodge, where he had been taken and subjected to "very harsh" interrogation and other activities. "Amin denied having anything to do with the deaths." In contrast, in Amnesty International has reported to the UN Commission on Human Rights for prisoners to be







# People



Photo: Bob D'Amico

Maniacs: what Mann had intended

These women is not the type of girl anybody usually brings home to mother-in-law's strivings and rich, and the ones give a good family and all that — but there was that naughty thing she did for *Forrest*. She is especially in the eye of our home here where she's mother is Queen Elizabeth, but the word is that Prince Charles is a bit smitten with her. *Forrest* (38-23-35) is the daughter of Lord Mansel, who made his money in soap. Thirteen years ago when she was 26, using no other name and wearing a wig, she posed in various angles for *Forrest*, which gave her an 11-page spread. Prince Charles met her at the home of a mutual friend and has been attracted to date her. But like the Queen (presumably), her love-in-boy friend is not as used



Seymour: she won't dance, don't ask her

When **Charles Rowntree**, Ontario Minister of Industry and Commerce married 29-year-old Mary Deborah Friesen early in March, he further deepened the space mark of political backstabbing in Canada that is to be sure he did hold up his side for a good long time: it's his first marriage and he's 60 years old. And when he took his partner about the ministerial estate, his partner was somewhat taken aback. Her first question was, "You don't think that you're nothing like that, do you do?"

If nothing else, **Ivan Rayner** lost by breaking his word to the National Ballistic Canada: updated the meaning of the expression "prima donna." By refusing to appear at the role of *Guinevere*, saying instead to release *The Gunning Of The Arrow* for Brian's Royal Ball (where she is a prominent guest artist), the Canadiana

Seymour could have easily screwed up the whole works as he screwed up the advance publicity that had her returning home for *Guinevere*. That the work was not screwed up was an act of hero: **Karee Kule** chased the role when the ballet opened in Toronto and virtually packed the house (when Kule and Frank Augustus chose, as when Noriyei appears the house is almost certainly packed). Some tickets had been connected but were quickly resold. Canada's Artistic Equity the performers' union, is talking disruption for Seymour and may request its British counterpart to act on anything from censure to suspension, but the National Ballet's general manager, Gerry Elford, indicates the company will probably take no legal action. "One is drinking in such a definite area. One can't take her by the hand, slap her bottom, push her out on the stage and say: 'Dance, damn you!'"



My wife keeps her job for the night

On February 14, the women hit St. John's, Newfoundland, and the municipal workers responsible for snow removal had the heave. Five days later the storm was played, repeatable and shades so high with no end a five-week fall on the upstrems, getting worse. The city council met as an emergency session and banned traffic for a 12-hour period to allow supervisory staff to clear at least the main arteries. Conspicuous by her absence in that meeting was Mayor **Donna Mayne**, when brooding a bit of a legend for her unusual intelligence, especially her seemingly endless supply of parish handbills. She was off as Corner Brook, judging a headband contest. When she returned after her trip had passed, she was unharmed. "The headband judging" she admitted "was a long-standing tradition."

# Business

Is the 'missing control' about to be found?

The spectre of exchange controls is again haunting Canadian businessmen. And the surprisingly precise measures that eventually may soon be imposed by the federal government are not dispelled by talking to Finance Minister Donald Macdonald's office. "There's no way he's going to comment on that," says an aide, drawing with bar-sooty accuracy a parallel with the period immediately before the introduction of the Anti-Inflation Board, when ministers had the option of either keeping quiet or being forced to deny publicly what they knew privately was incorrect. This has to be regarded as significant, because up to now no one in Ottawa has ever hesitated to score the whole exchange controls idea.

Exchange control, the restriction of flows of funds out of the country and into a country, was widely applied as an irrevocable extension of prices and incomes controls after they were cancelled in October 1973. After all, why would anyone control money flows when the financial restraints are held down, if he could buy some of the money in the United States, where a 60%?

But although there is evidence that many Canadian manufacturers have ordered bank holidays and some Toronto stockholders rejoice at the money of his

small number of clients is going on to U.S. stocks, exchange controls has just arrived yet. Party Ottawa has been afraid of the international impact, given Canada's need to import capital in the next few years for major resource projects. And partly the balance of payments gap has been bridged by massive borrowing abroad, made as easy as high interest rates here. In the future, however, both the bank rate and foreign borrowings will be expected to decline. In addition, the financing pattern of a separate government in Quebec raises the danger of a politically inspired panic accompanied by a flight of capital.

It could be that this is the main reason that the general disillusionment on home and abroad with Canadian economic prospects, that is causing the government to begin thoughtfully more liberal exchange controls weapons that the present restrictive measures, compelling certain institutional investors to keep their money in Canada.

## Artful dodging

Like some antacid molecule sprayed on a field of wheat, the Canadian tax system is constantly causing the emergence of weird new solutions in the business world of

the businessmen and commissioners of Ottawa. Recently, for example, it devolved on Toronto investment banker Wood Gundy Limited that Canadian corporations don't have to pay tax on dividends they receive from stock holdings in other companies. (The rationale for this is that a company pays its dividends, unlike the bank, out of its funds, out of earnings that have already been taxed.) Therefore, corporate investors could be persuaded to buy stock that was yielding less than the equivalent bonds, because of the tax break involved. So the investor would get a higher yield, the company earning funds would get them for free, the government would suffer if it could get nothing.

Wood Gundy spread the happy news, and suddenly one asset exploring the loophole has been spending every-where—\$325 million worth in two months, for such companies as Inco Ltd., BC Telephone Company, the Canada Development Corporation and, most recently, Steel Company of Canada Limited. These moves are to be taken as a warning. Mostly they are rather tame types of artful dodging, which businessmen feel are holding, sold directly to them in a "private placement" without ever having offered on the stock exchange floor. Further evidence of business's steady undermining of that institution.

This development is a perfectly legitimate adaptation to current tax law. But there is a risk that Ottawa may be getting confused, particularly by some of the more ingenious schemes, where a pension fund can sell the stock to another institution and write another against it. This situation keeps the stock and the tax-free dividend in place. (The pension fund, which doesn't pay taxes, sells it back to benefit from any capital gain.) However, up to 80% of some of the recent moves have been devoured by the big five chartered banks. And in Canada, that makes a difference. "Ottawa may get into us and we may never stop doing it," observes one banker. "And we'll stop. After all, there's a bank not coming up. That's what they call moral suasion."

## The all-Canadian boys

A vast herd of rubber overalls is assembled in the lobby of the Mutual Life Assurance Company of Canada's majestic head office in Waterloo, Ontario, grouped two by two like the animals about to enter Noah's Ark. It was a ceremony to move through the 1,200 policyholders, guests





# Life is a mutual affair.



Panabaker addressing his flock: The best thing change is the rate they stay the same.

and hopeful members of the investment community who have fought their way through freezing weather to attend Mutual Life's annual meeting, a key event in the social calendar of Canadian business. Then a crystalline, the Buddhist discourse Kyoto Japan, where a similar array of business events have occurred in the past. There's something appropriate about this because Mutual Life isn't exactly a neutral community institution and the reciprocal nature in which the audience meets the mutual investment of each other puts an individualistic logic to the meeting's otherwise cheerful and efficient choreography.

With more than two billion dollars in assets, Mutual Life is typical of Canada's insurance companies, which have slowly grown to world-class institutions without much fussing and the mutual infinity complex. Unlike Sun Life Assurance Company of Canada (which has five billion dollars) or Manulife Life Insurance Company (which has \$10 billion), however, Mutual has only small representation abroad. President John H. Panabaker, 48, attributes this to its "mutual" structure, which means that it is owned not by owners of a stock but by policyholders. Mutual insurance companies are sometimes regarded as potentially inefficient because policyholders are even less organized than stockholders to create their theoretical rights and thus concentrate management's mind on results, and the companies can actually fall into the hands of self-perpetuating cliques. "We recognize the danger," says Panabaker brightly, "he was about to

declare record results." "We only have two made decisions I who are the officers of the company and the board is very active. I certainly don't have it in my pocket." Nevertheless, the meeting was a fairly uneventful. Despite some modest opposition and a number of the subsequent sessions were compromised by noise from the outdoors.

The hour of the day, Guy Fostel, an incredible \$2.5-billion worth of business from his base in remote Port St. John, is about 900 miles north of Vancouver which may well put the income into an figure. In fact, much of the meeting's content lay in the informal interaction between those present. In one corner Pierre Chabé, a director of Mutual Life and of other companies, including the Canada Development Corporation, could be seen talking to some other people. Chabé, who is the National Citizens' Coalition, the Toronto-based group that says it should not concentrate exclusively on such issues as the making of civil service pensions. "This must be possible, also. Why don't you take statements in favor of Mutual's speech at Quebec?" That was great. "Come along, please."

But the most striking development is the sharply increased political consciousness of the people of Mutual Life. It is believed that close observation is being made of those who bring what's known as Canada. Three years ago in his first speech as president, Panabaker painted a picture of a world disturbed by the collapse of Africa, hegemony symbolized by the African in Vietnam, although he believed that in relation to others, Canada was

blinded by many advantages. "We blew it," he says, "we through government mismanagement. Rather than dwell on this, however, Panabaker was concerned with the danger posed to Canada by Quebec separatism. Both Panabaker and his chairman, K. R. McDougall, a glibly charismatic 70-year-old who told the meeting that his (anglophone) ancestors had actually first settled parts of Quebec now largely French, displayed a simple, self-reliance, and unmistakable optimism in the face of what they recognized as the emotional appeal of separatism. On this evidence, the restrictive Canadianization of businesses may be enough to outweigh their accumulated damage for Pierre Trudeau if he stands up and fights on Quebec. Drawing a parallel between the survival of Mutual Life and Canadian Confederation both a little more than 90 years old, and noting that the company was a matter of course already virtually in conformity with the demands of Bill 12, Panabaker uttered a not untypical view of the brotherhood of man albeit achieved through profit. Mutual Life he said, "does not best to serve both its clients and its own people in both languages. In Agent of the Year works in Port St. John. Its Record of the Year was born in the Pacific. In 1976 its award-winning branches were located in Russia and Chuvashia. Because of all these things, the Mutual Life of Canada today is a greater company than it was last the October Mutual serving a homogeneous group of people in northwestern Ontario, with a homogeneous staff and field force." Then the meeting concluded with a creditable rendering of G. Canada. Nevertheless, it remains to be seen if the modestly shared consciousness of capitalism can break down the realities of language and culture. Admittedly, Mutual Life began in 1876 with no capital and facing a frantic struggle to sell the \$300,000 policies needed to obtain legal recognition. But it's now far beyond that wherein Canada has still not solved its basic problem of having two nations on the basis of no race.

"What's Canada, is not the place to understand Quebec," commented one cynic afterwards daily means planning his drink and the way back to Toronto. An emotional incident with a major breaker house, he and his companion had chosen up at the meeting, as a gesture of courtesy to a clerk. Now they were attending a reception hosted by Mutual Life's investment department. Jack Lintner, managing partner of Richardson Securities of Canada, stopped just abruptly saying a brief word to the French owner of Mutual's "Life is a Mutual Affair" die put—VOTRE VIE MOUTRE AFFAIRE. He had down in Port Winnipeg for the day. The cynic brightened momentarily while attending a meeting. "At least it's not as bad as a meeting. I won't be recently. We're down in London and they served us tea."

## Sports

Who will deliver us from ignominy? Looks like a job for Wonder Women

For Canada's young women athletes it has been a cruel winter. The girl swimmers made a big splash, one up speed skier stumbled at the worst possible moment after a string of successes, the junior figure skaters were vulnerable in the absence of the Soviets and the slalom skier slipped out. Nevertheless, the overall performance by the various teams were impressive enough to serve notice that Canada may be on the threshold of joining the big athletic powers.

Had the Canadian swimming team performed six months ago the way it has this winter Canada might not have the dubious distinction of being the first host country to fail to win an Olympic gold medal. At a 25-nation swimming meet in Amsterdam, Holland, Canada overpowered the opposition—including the powerful East Germans, who were abetted by some Kamasin Ender—with eight gold, two silver and three bronze medals. The following weekend at Inverclyde, Scotland, the Canadians did even better, nine golds, six silver and three bronze. According to head coach Guy Stokier, "Our philosophy was to win gold. If we didn't then swimmers would win world gold about the water. It's the most successful in Canada's ever had."

Although Bill Knutson of Thunder Bay won four gold medals in the two weeks, it was the women who dominated. Nancy Garapick, Olympic double bronze medalist, won six golds and two silvers. The 15-year-old swimmer from Holland, sitting her right on the 1976 world championships in West Berlin. The 1980 Olympic star says, "It's a long way away." Robin Corrigan, the youngest girl ever to win an Olympic swimming medal (she was 13 when she won a bronze) broke the Canadian short-course record to winning the 100-metre freestyle race in France. The 16-year-old from Richmond, Quebec, had won a silver the week before in Holland. Cheryl Gibson, 17, of Ontario, won two golds in Holland and three in France. The French 400-metre individual medley gave Gibson again. Vicki Easler, the favorite from East Germany who had won the gold medal in Montreal, came out to a largely empty crowd, Canada dominated completely, as Gibson won the gold. Garapick, the silver, and Olympic finalist Anna Bock of Thailand by the bronze.

When Sylvia Baskin of Winnipeg decided to take up speed skating before today's more generalizing and the skaters and programs were available, her personal mother lips told her "If you want to do it,



and it costs money. But you do it to the best of your ability." Baskin's last won has the world title in 1976. Then, this winter, she combined best-winning an international meet in Basel, Switzerland, in the Krynitz International a last-year for this year's world championships in Colorado. She won two gold medals and set a personal record in the 1,500 metres. However, a fall in the 3,000 metres cost her the world title, won by Vera Bryndez of the Soviet Union. "It is heartbreaking to see her lose everything in one fall," said Baskin's mother. More philosophical, Baskin remarked, "This is no place for



when you need goals to make it." There was controversy at the junior world figure skating competition held in Megève, France. Canada's shockingly dominated winning gold medals in the men's, women's and pairs, and taking the bronze in the men's. But the joy of victory was dampened by the absence of the always-popular Soviet-Soviet skaters, who were protesting the participation of South Africa. One Canadian coach called it a "Mickey Mouse win," although Kerry Knack, who coaches the pairs skaters, said he was sure most of the Soviet skaters in Moscow, like France and Paul Mills would still have



over the gold in Paris. The Russians haven't developed their talent yet, so Carolyn Stearns would have won this too. They might have had a boy skater to challenge David Beland, but I doubt it. I'm not just saying that out of Canadian pride. In the junior ranks we have the top contenders." Indeed, the junior showed so much promise that the Canadian Figure Skating Association decided to send 1978 junior world champions Stern Butler and Robert Cowan to the much more prestigious event in Tokyo. Chen and Doreen Finnie, the Canadian senior pairs champions, were left home. Leach explains, "They [Buter and Cowan] are doing the difficult moves that the top European pairs are doing, plus they show potential to improve. The Russians may dominate the event, but we're closing the gap. So we're going with youth."

Unlucky, it was mostly downhill for the Canadian team. The men failed to duplicate their impressive 1976 performance. Ian Hunter and Dave Irwin returned to Canada early. And even Olympic gold medalist Kathy Rennie was having trouble, although she did win the gold medal event at the Canadian championships. Rennie is Canada's only World Cup competitor standing third overall in the giant slalom. Sking has changed since she was a child. "Back then, for juniors, we were pushing. Now you have to discipline yourself. You're skiing four-fifths of the year. 30 weeks a year!" **BARBARA BETH**



Gratuitous at work at Aqueduct and losing weight a little should lead them

ties with Hawley, Turcato and Barza." The new racing strategy suggests Caubien is simply a "big boy" — just as impressive, the girl is a live-pound weight allowance — so to may lose his Miles touch. "I've heard people say he's nothing but a fake," Turcato says. "Don't believe it. He's not going to lose because he's got his talent. Watch the way he handles a horse the way he drives along the rail. That's not being hot, that's being good." Pat Lynch, a New York Racing Association executive, agrees. "This kid is made of a better rider than a race rider. He gets on some of those tough old colts, and they like him better than this heavy at home." By mid-February the two-year-old, 105-pound Caubien had scored 106 victories in 40 days, surpassing the mark of 105 in 30 days set by Johnny Longhorn, a hall of fame on the Pacific coast in 1932. Earlier, Caubien earned his apprentice record of 111 Shoemaker (the winningest jockey in racing).

Days later by for Caubien. In a normal week, he will complete his August training on Saturday afternoon drive to nearby Kennedy airport where he goes to Santa Anita in California to ride on Sunday. Caubien then grabs a return flight so that he can be back at Aqueduct on Monday morning. Caubien's pattern, slow-to-become racing style, was induced by his mother, Myra, and his father, Tim. "When Steve started," says his father, "he had a tendency to get his hump up a bit when he got into the money at the wire. Now he rides really flat—but down back straight—and has all the power there to move with the horse."

The Caubien cool occasionally increased by the Caubien cause. The more he wins the less his chance for privacy. "I kind of keep me," he admits. "I don't mind if the reporters come around before or after the day's racing. But not in the middle while I'm trying to work. Caubien makes his work look simple. Let's face it, I know to ride horses, and even though I put in a long day I go to bed by 9 p.m. The got enough sense to look after myself. And the horses love it."

By mid-February the two-year-old, 105-pound Caubien had scored 106 victories in 40 days, surpassing the mark of 105 in 30 days set by Johnny Longhorn, a hall of fame on the Pacific coast in 1932. Earlier, Caubien earned his apprentice record of 111 Shoemaker (the winningest jockey in racing).



Charting Your Ups & Downs  
The film star shows how you know when you're in your best, Christine shows you how to chart your own life.



Paul Newman & Joanne Woodward  
Christine shows how you know when you're in your best, Christine shows you how to chart your own life.



Meet Maureen McTeer  
Not just a special police officer and certainly not just the media has depicted her as... meet the real Maureen McTeer.

## Something every Maclean's reader should know ...about **chatelaine**

You know all about the exciting changes that have revitalized Maclean's, but have you noticed that your great *Chatelaine* magazine has undergone some pretty remarkable changes recently? It's Chatelaine — the magazine for Canadian women. Canadian women have changed a lot in the past few years and editor Doris Anderson reflects these changes to *Chatelaine*. Here's just a sample of what *Chatelaine* is today...

**CHATELAINE IS**... Canada's women's magazine. It covers everything relevant to Canadian women, providing the *chatelaine* viewpoint on happenings in Canada.

**CHATELAINE IS**... on top of fashion, beauty, cooking and sex-related problems, to improve, handle or discuss on subjects such as: self-help, self-esteem, self-love and marriage.

**CHATELAINE IS**... profiles on prominent Canadian personalities like Margaret Trudeau, Sylvia Tyson, Taylor Green and Margaret Atwood.

**CHATELAINE IS**... a source that Canadian women look forward to each month. Reviews of important books, films, trends, etc. Fiction by Canada's best authors and much more.

**CHATELAINE IS**... a look and behind on discussing and sex-related problems, to improve, handle or discuss on subjects such as: self-help, self-esteem, self-love and marriage.

**CHATELAINE IS**... constantly changing... changing to meet you with *Chatelaine* content. Today's *Chatelaine* is lively, lively, beautiful and beautiful — just like you.



DISCOVER THE NEW **chatelaine**. USE THIS HANDY COUPON

I enjoy *Maclean's*, but I'd like to read *Chatelaine* regularly too. Please send me 1 year's subscription (12 issues) for \$2.00 (only \$3.00 in mail).

☐ Please Bill Me ☐ Enclosed \$2.00

☐ A BETTER OFFER! I send no payment. Please send me 24 issues for \$10.00 (less than 42¢ an issue).

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ APT. \_\_\_\_\_

CITY \_\_\_\_\_ PROV. \_\_\_\_\_

POSTAL CODE \_\_\_\_\_ OFFER VALID IN CANADA ONLY

WWE376

### Born to ride

There's a lot of Canada's Sandy Hawley in 3-year-old Steve Caubien. For the last few seasons, the New York City Aqueduct betting on him, instead of his horse. Betters have been doing the same thing to Hawley for years. For another, as his present prize. Caubien may not have won his last few races, but he's made 1,000th money, a first Hawley accomplished on December 4, 1936. But Hawley was 27 when he did it. Caubien might make his money in years. Caubien is the workhorse jockey of 1977. Turcato, the New York Times' horse writer, says Caubien is a triple crown. "Steve has a very deep style. He's got you a lot of false fluke. For example, he'll look like he doesn't have a chance—once he's faded three times—but he'll come from behind and win."

Wip appears to be Caubien's middle name. By February 24, he had run up an incredible 116 wins at the big A, 12 more than his nearest competitor Turcato had lost at the time. At a track, Steve Caubien, the most successful jockey since Hawley, Bill Gattuso and Gene Conners. Indeed, just how similar styles of Hawley and Caubien have similar styles of Hawley. Hawley started out when he was about 18. It's hard to believe that Steve is only 18. Ironically, Caubien's age could be his worst enemy. What if he suddenly



# Lifestyles

When the going really got tough, the Good Buddies really got going

Aside from doing wonders for retail sales and helping local-owned drivers avoid asking for spending, the Citizens Band radio craze had made impact on little more than the English language, most notably in the U.S. Midwest. There came one of the worst blizzards in eastern North America's history and suddenly the CB was able to steel itself—an understatement. St. Bernard Saints stay cover but the same again, now that the "good buddies of the airwaves" have shown what their radios and megawatts can do. Some examples:

• In London, Ontario, the warden was so happy that they took the innocent orange flaker from the roof of Les Huchinson's car so he had to help maintain out of a dry vehicle: plug-in Huchinson, 22, his mother Peggy, his father Charlie, and his brother, Bruce, 17, all worked during the storm toward police and insurance. Peggy with the help of one Const. D. ran the CB broadcast from her family's garage for Radio Emergency Assistance Citizens Trust group, while the man in her family earned mobile units, guiding to highways and reporting abandoned or stranded cars to police. According to Les Huchinson "If there wasn't the help and cooperation there is... some people would have been lost."

• In Buffalo, New York, two CB enthusiasts who were identified only as "Victims Hook" (he turned out to be a Toronto tow truck operator, Jim Boucher) and "Top Way" (37-year-old Buffalo tow-truck operator Peter Boucher) became citizens. Boucher says he learned that the storm in Buffalo was severe, and he began driving to one truck toward the city from Toronto. "They needed help—we you going to say no?" Cried by his CB unit, he was given clearance, abandoned vehicles off roads, toward an ambulance that had become stuck with an emergency patient aboard, helped the National Guard get snowed down and traffic moving. "Victims Hook" waited for an day during the snowstorm, then he learned he had been sent for five more days at one point for 40 consecutive hours, organizing 61 other CB volunteers into a network of rescue drivers had snowmobiles.

Altogether, it was a winning performance.



Les Hutchinson on the road (above), his father, Charles, brother-in-law and brother, Bruce, on the radio. In REACT's HUBS, everything but a crash of frenzy



and by the CB people, who are a bit apart anyway. It was also dramatic addition of a 15-year-old group by Tom Graham, editor of Canadian Observer, this country's CB magazine. After the C-band move since 1982 when a Canada and opened the 11 other bands to General Radio Service units, as it is officially known in Canada. Graham wrote "The

very weight of numbers of CBers, being 80% mobile would be a great asset in a lot of national disaster." Graham was right about "the very weight of numbers," too. When he wrote that, there were 25,000 CB units in Canada. By the end of last year there were 400,000 licensed units, a quarter as many more licensed units and units were running at a monthly level high enough (25,000) to justify federal proposals of 700,000 licensed units by the end of this year. Already in Canada, there are nearly 200 CBAT groups, like the one the Hutchinsons belong to in Lindsay. There are more than 15,000 CBAT groups in the United States, where CB is the biggest radio service home to television stations (the majority). Many CBAT group members are trained in two-way radio communication, words and voice procedure and first aid. When they're not rescuing people from snowdrifts, of course. They are talking to one another while they roll along the nation's highways. They alert each other to highway conditions or the whereabouts of the "benters"—a portmanteau for traffic cops—at frequently the case of truck drivers in the presence of snowblowers. A high percentage inevitably deters up the

snows with logous drivers, making the concept of snow across areas who refer to their chat units as "bitcher jans."

While the client look on eye on the police, police understand the police are monitoring the activities of the CBAT. The CBAT, for example, uses Citizens Band units as a means of routine and the force is now formally studying the activities in an attempt to determine in particular in police work. Last December 1, the Ontario Provincial Police set up a new unit along Highway 401 between Milton and London, and posted signs informing motorists that they were monitoring the CBAT agency channel—Channel 5, An. Corporal Maurice Houghton, an off communications supervisor based in London, explains "Highways can be a pretty fancy yarn. The use of Citizens Band radio provides the public with an alternate means of communication with their police departments. It's vital, and that's why we're interested."

Despite the friendly rivalry with the traffic permits, most CBers are quick to assist the Seneca CB units, for example, served as southern policemen in Prince Edward Island last November. And during the Buffalo blizzard, CB groups stepped in when U.S. Army and National Guard communications systems were forced out of service. Says Parker Fisher, president of the An-CB club in St. Louis "It was one of the grandest displays of volunteerism I've ever seen. It wasn't just a club operation. CBers took over channels down here and put us into police stations. They ripped them right out of their own set-up control points and started to do what had to be done." During the week that Buffalo was paralyzed, the Salvation Army helped 30,000 people with emergency food, drugs, bedding and other aid—all with the assistance of CB-equipped volunteer drivers. The advantage of CB enthusiasts' communications (Buffalo telephone lines were so jammed that it took two minutes just to get a dial tone).

The storm is over now, and the Niagara peninsula still report New York have big themselves out. The "good buddies" are waiting down the highway again, despite the blizzard. But during that one winter week CB also achieved a new reputation as a useful communications medium rather than a babbler's toy, and the motto of Super Citizens, "I'm Will and Willing" took the growing folklore of the General Radio Service. **MARK MAGNITON**

## The 'naked' rajahs

They play on their backs or perhaps now, and their hands rarely a sliding, less obvious mastery. The stupendous capriciousness demanded by their former lifestyle would be beyond even a modern oil slick. Life still goes on for the subadults and the adults of the last, even if their sides and privy parts have been coaxed into the polished past. But it goes on so what surely must be history's most spec-

ular example of "reduced servitude." Gone are the days when, for example, the Museum of Hydrated (once regarded as the richest man in the world) could not afford a 90 cent diamond as a payment. Gone, too, are the days when Boudier Singh, the Maharajah of Patna who in the 1930s lived with Hitler and Mussolini, could not afford to not carry 250 diamonds. Today, in troubled India, the Maharajah Singh is a pauper. He is a pauper in general. He is a pauper in the former of the subcontinent are scattered and mostly keeping a low profile.

It was in the 1971 election campaign that Prince Mahendra Singh Gendia promised to

reimburse the maharajahs to take away their titles and privileges. Their slogan was "No one higher, no one lower than any other," and the slogan, overwhelmingly endorsed. After the election, he kept his promise—and the slogan went into oblivion. From 1948, the princely had received national payments from the Indian government as compensation for the absorption of their nations into the new independent state. Mrs. Gendia collected the payments (then totaling \$6 million a year) and demanded that the princely make their own way in the world. For most it was difficult, but for some it was a challenge worthy of their ancestors. Karno Singh, the

# Alaska!



This pleasure cruise with Canadian Pacific aboard a ship that cruises the Inside Passage, the few opportunities can right as close.

More than 2,000 miles of spectacular scenery! It's glaciers, whales, Northern Lights, 6 wild and woolly frontier towns, and much, much more.

Cruise 70% days! All outside staterooms. From \$855 each (double occupancy). It won't last for a day and life is so good.

Departures every 8 days May 31 to Sept. 4 from Vancouver

See your travel agent or CP Air M 732  
Tell us from about Alaska!  
Princess Patricia, CP Air Part B  
Vancouver B.C. W6C 2P5

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Prov \_\_\_\_\_ Code \_\_\_\_\_

CP Air  
Alaska Cruise



former Minister of Education, is now Minister of Health and Family Planning in the Gandhi government and considered one of the country's ablest administrators.

Of course, remnants of the big era are— even though the epoch has passed. One example: the British motorbikes collected by the maharajah. The Nizam of Hyderabad had more than 200 classic cars in his garage, and was long rumored to own a gold-plated Rolls Royce Phantom. Singh collected cars, too. He later gave him a new 1932 Maybach, entirely hand-made—supposedly in the hope of making him ally against the British in India. Anson Cadillac, Buick, Mercedes, Jaguar, Austin, school, Bentley, Packard, abundant at the big May of them appear on the road today, often owned by ordinary businessmen, or wealthy entrepreneur-collectors—the modern maharajahs of an ancient land.

BYA/COL



The 1932 Maybach (top) was Hitler's gift to the Maharajah of Patiala. The other cars, clockwise from right, are: a 1929 Austin Princess (owned not by a maharaj, but the former British governor of Sri Lanka, Ceylon); a 1934 Austin convertible once owned by the Nizam of Hyderabad; a 1929 Cadillac (owned by the same Nizam); a 1929 Packard sedan, also once owned by the Nizam and finally (below) a 1944 Jaguar sports car, still driven by Gajrani Devi, former Maharani of Jaipur.



So  
good  
so many  
ways.



WORLD'S MOST DELICIOUS COFFEE FLAVOR

© 1991 TIA MARIA, INC. ALL RIGHTS RESERVED. TIA MARIA IS A REGISTERED TRADEMARK.





# The people side of CFRB Authoritative News.

Whether news is breaking here or around the world, you want to know about it now. That's why CFRB's Authoritative News Team is always ready, twenty-four hours a day, to bring you news and comments as it happens.

To keep you informed, CFRB has one of North America's largest radio news staffs.

#### CFRB's Authoritative News Team

- Order by numbered key chart:
1. Tuzman Williams—News and Comments
  2. Bob Wagner—News and Comments
  3. Susan Sinden—News and Comments
  4. David Craig—Newsreader
  5. Noel Sandoz—Quinn's Place Reporter
  6. Charles Oberley—News and Comments
  7. John Morahan—Newsreader
  8. Doug Beersford—Reporter/Newsreader
  9. Ian Sirois—Air Rights Newsreader
  10. Neil Wilson—Gordon Secker's Assistant
  11. Neil Vincent—Reporter/Newsreader
  12. Don Jynkel—News Director
  13. Tyrill Reid—Tape Editor
  14. John English—Tape Editor
  15. Paul Smith—City Hall Reporter
  16. Eric Thurston—Newsreader
  17. Joslin Thomas—Police Reporter
  18. Bob Greenfield—Newsreader
  19. Mike Monks—Newsdesk Assistant

- Not pictured are Tony Andros—Reporter and Stu Morrison—News Editor.

It's this kind of "people" combination that makes CFRB's Authoritative News Team first in radio news.



**CFRB**  
**1010**

The people people listen to.







ports. Last year, more than 30 million foreigners visited—six million of them from Germany alone. This year, however, promises to be different as an unofficial boycott by West German holidaymakers gathered momentum. The reason was fear, fanned by a German press campaign over Italian food-drugging in connection with a Yugoslav freighter sunk 2½ years ago in the Straits of Otranto, off the heel of Italy. The freighter *Cosmos* carried a potentially deadly cargo—600 drums of anti-knock gasoline stolen from Westdeutschland and sold to Italy. The discovery was making its way in the sunbeam, and some scholars forecast a catastrophic winter if they are recovered.

Italian hotel operators along the Adriatic coast report West German cancellations bookings by the thousands, and one of the largest West German travel agencies has informed tourist students in its firm it will not fly into the area this summer. So far the Germans have refused to be moved by the eloquent appeals of Tourism Minister Dr. Otto von Guericke, who was dispatched in Rome after the German press began a series of scare stories. As a West German travel agent cabled Leonardo Musei, regional tourism chief in Rome: "Holidays on the Adriatic Coast are out of the question and statements by the Italians can guarantee that this problem [of the tanker cargo] will be solved."

It is a bitter development for Italy, but one that finally could have been avoided if the government had acted promptly to recover the goods. Says Professor Giuseppe Segre, head of Rome University's anthropology department, who has been in the only down lift from the deck of the *Cosmos*: "Half the barrels are in the same state I find it like to go bathing in the sea near Capri, but not near the beach."

The government in Rome finally promised to commit \$115 million over the next two years for a salvage operation—and was preparing a call for lenders. But a local minister in Ontario, 36-year-old Alberto Marretti, has derided such a delay as impossible. Living his constitutional and honorary, he issued an order to the state-owned fish company to begin immediate salvage operations. The company, of Prince Michael, Quebec, Andreotti was furious with the magistrate, who refused to back down. Marine scientist Jacques Guzman, executive, has estimated it will cost at least \$27 million to raise the drums, which he calls "a poisonous cocktail of oil, dirt and sea water." "No one knows what the effects of a major leakage would be. But Italian fishermen are worried that the local authorities will make the sea catches inedible. Already there has been a sharp downturn in local fish consumption," despite the nightly parties by Ontario Mayor Silvio Spadaccia, who heavily does on fish in his favorite restaurant, *Strega*, a gloomy Mignone. "We were more than two million dollars a year from tourism in this village. If this scare continues it means economic disaster for us."

DANIEL WILSON

## Press

For the people, by the people



Stuebel was once voted 'man of the year' for his efforts to bring the press closer to the people.

Robert Stuebel was more amazed than thrilled when columnist Geoffrey Stevens invited him to guest about his dog-eat-dog life. Now retired, the former Conservative leader felt he might as reply. So he did what thousands of other Canadians are routinely doing: he sat down and wrote a letter to the editor. *Herzogshof Stuebel*. "I am conceding you, *The Globe* and Mail and Mr. Stevens for several millions of dollars, and I am certainly will if his impossible commitment should cause an increase in my current rates." Stuebel and Stevens, of course, admire each other. Stevens having written a warm biography of the Nova Scotia *Globe* editor Richard Doyle, not surprisingly was delighted to publish Stuebel's crisp and lively episode. Many of the 3,000 other letters the *Globe* will publish this year will be less gentle.

Across the country, the letter-to-the-editor business is booming as Canadians drop their phones and pick up their pens to tell the world what they think. *The Toronto Star*, for example, received 30,000 letters last year. *The Globe* received 14,000, the *Ottawa Citizen* about 15,000. As David Allen, editor of *The Vancouver Sun* reports, the letter page has become "a re-

ally public opinion poll" closely monitored by politicians, businessmen and other trendsetters. According to David Cross, editorial page editor of *The Toronto Star*, the letter page is one of the paper's most widely read features. Aware of this new public interest, many dailies in Canada have turned over increasing space to their readers who are responding by making up more and more material. "We've become a useful forum, where people not only talk to us but to other readers as well," says Doyle of the *Globe*.

The rise of constant awareness (it applies to newspapers as much as to any other product) and the increasing isolation of urban individuals from their neighbors and institutions are the probable reasons for the upsurge in correspondence. Often the letters are better written than the news itself although, to be fair, Canadians have yet to elevate the genre to the lofty level achieved by those master Englishmen who correspond with *The Times* of London. (A selection of letters to *The Times*, reprinted in North America under the title *Your Opinion Counts* and in Britain as *The First Column*, is into a second printing and features the observations and complaints of such figures as Winston Churchill, George Bernard Shaw and Montgomery of Altona, a reader up-and-running.) But in the case of the *Globe*, at least, the letter page sometimes seems more like a debating society for literary and political heavyweight (see Allan Farnham's column, page 72). For example, this paper has published more than a dozen letters in connection with the behavior for (mis)behavior of Mackenzie King, who has been dead for nearly three decades. Merely, less extreme, topics dominate the Prime Minister, the Quebec issue, seasonal reviews, sloppy English usage and so on. Occasionally, according to Doyle, a letter will trigger a front-page story. Very occasionally a letter will be so well written that the paper will offer a free-lance arrangement to another paper to the author. Most remarkable use of reader's opinion, though, comes from *The Toronto Star* which periodically invites readers to "tell the Star" about their experiences and then uses the readers' letters or phone calls as a touch for the paper's reporters to follow up. Two examples: recent pressures during the 1975 Ontario provincial election and storm-swept anecdotes during a savage late-January blizzard. The response in each case was phenomenal. Canadians clearly like to see their names in the newspaper.

BETA PAVLATH

## If potential were everything in life, Suzanne would have it made.

When Suzanne's parents gave her the collar she wanted for her twelfth birthday, they also gave her her first thoughts of becoming a veterinarian.

She got there the hard way, with long hours of study and the discipline to say no to fun when she couldn't afford to be diverted.

Today, on staff at one of Canada's best veterinary clinics, she has every potential for success. But she also has a problem.

Suzanne's become quite the social butterfly, everything she does, she overdoes, including drinking beyond her limit now often. She doesn't realize there are equally good reasons for self-discipline now as there were when she was a student.

Suzanne's at the controls. She can protect her future by opting for a moderate lifestyle, including the sensible enjoyment of beer, wine or spirits. Or she can gamble.

If you were Suzanne, which would you choose?

Seagram's  
Distillers since 1857





# Medicine

Woodsmen, spare those hands! The strange case of 'chain saw disease'

If doctors in Quebec City are right, as many as 10,000 Canadian woodmen are liable to develop a serious vibration problem caused by all-day use of the chain saw. Lumbago (also called "white hand") because of the pain their hands develop: it is a circulatory disease, similar to Raynaud's Phenomenon, which is induced by vibration. Its effects range from mild constriction of blood vessels, causing sensitivity to cold, to serious arterial damage which can lead to amputation of fingers or even the hand itself. Furthermore, some doctors believe the disease affects workers who regularly operate vibrating tools other than chain saws.

It is not a new illness. The first report of vibration-induced "dead hand" appeared in Italy in 1901 and more forest industry contracts have been mentioning it for at least two decades. Commonly thought of as a European problem, it has been known about in Canada and the United States, both of which have sizable forestry industries. According to Dr. Gilles Laroche, a cardiovascular surgeon with Quebec City's Hôtel-Dieu hospital and one of the first North American doctors to study "white hand," lumbago attacks themselves never related the disease to their work and to nearly make them

for disability payments which would have brought their symptoms—and their names—to the attention of either unions or governments. However, complaints are now on the rise and, based on statistics compiled in other countries in last half of Canada's 30,000-woodman era, or will be afflicted.

Symptoms may take from a few months to more than 10 years to develop, depending on the individual, exposure time and the intensity of vibration endured. Dr. Laroche says "at least six years of constant use of the chain saw and two years of symptoms required to establish that the disease is, in fact, caused by vibration." The first symptoms are numbness and tingling of the fingers, but the real warning signal comes when fingertips turn white and develop a heightened sensitivity to cold and burningly. An exposure to minutes continues, the rest of the hand gradually becomes discolored. Pain, numbness and burning sensations may become severe enough that the worker can no longer operate his saw. These "attacks" may become progressively worse, even if the worker quits working.

"We know that vibration may cause damage to the hands with serious

practical consequences," says Dr. Laroche. "Once severe and/or permanent damage is established, the condition is permanent and little or no improvement will result from cessation of work. In fact, the condition may worsen as a large proportion of patients." In some extreme cases, circulatory changes have been severe enough to cause gangrene years after forest work was stopped.

After three years to be no cure, the Forestry Association "Cut back on vibration levels," advises Dr. Tony Bremner of the Forestry Research Council. He has been studying results of anatomical and physical research on chain saws for the past two years and concludes that Canada has some catching up to do. "More research is required to determine what rate time and duration of exposure play in development of the disease—there is still some dispute on that point among investigators. But, without question, the major and immediate need is to establish very strict limits on chain saw vibration."

Canada is one of the few lumber-producing countries that has never set vibration limits for saws (not for any other vibrating tools). However, the Canadian Standards Association now plans to meet members' requirements. According to Donald Myke of the Forestry Canada chairman of the CSA chain saw committee, your limits will be the same as those proposed by the International Standards Organization (ISO) and it is its understanding that the federal government will be adopting these as national standards. Vibration levels of some areas on the Canadian market are 10 times higher than the ISO maximum levels and areas are in fact factories on high. Some chain-saw manufacturers have already begun to incorporate anti-vibration devices in anticipation of the new regulations. Full-scale implementation should go a long way to lessen the occurrence of "white hand" among foresters.

Although workers already afflicted cannot expect a cure, British studies indicate that by switching to tools with lower vibration levels the disease can be arrested. Meanwhile, Environment Canada's forestry division and the SNC are planning a cross-country survey this summer to determine just how widespread the disease is. "It's not only lumberjacks we need to be concerned about," says Mr. Bremner. "There is a potential problem among all workers who operate vibrating tools and equipment. I am thinking of the number of people that operate."

GLORIA MENARD



Laroche: If you have "powerful like-beats-in-your-heart," you may also have trouble

## Escape to CP Air's South Pacific. For less than you think.

CP Air offers you two unusual ways to see the South Pacific. Independently, on a fly/drive vacation in your own rented car. Or with a group, on a 22-day deluxe escorted tour.

Either way, the sunshine's on us. Australia Fly/Drive. 14 days U.S. \$1229\* each. From Vancouver.



Look what's up down under. A flexible tour package that lets you plan your own itinerary. While still enjoying the money-saving advantages of group airfare.

The 14-day package includes your return airfare from Vancouver (based on a minimum group of 10 assembled for you). All hotels (double occupancy). And an Avis car with 500 free miles. IT7CPLH02



South Pacific Highlights. 22 Days. Cdn. \$2467\* each. From Vancouver. This 3 week vacation gives you everything under the sun. Fly. New Zealand. Australia. And Tahiti.

The price includes your return airfare from Vancouver (based on a minimum group of 10 assembled for you). Accommodation at deluxe or first class hotels (double occupancy). Most meals. And all the sun you can soak up. IT7CPLH01.

Ask your travel agent or CP Air for details. Then lose yourself in the South Pacific. And find paradise.

\*Prices are subject to change and do not include Canadian transportation tax to a maximum of \$5 per person. Airfare from other cities to Vancouver, adds. In cooperation with Canair.

**CP Air**

Orange is Beautiful Tours to the South Pacific.



# Music

Depraved? Disgusting? Decadent? All that and more!

It was an unusual sight by British standards, amounting to an outdoor grunge-like vigil. The five youths in short shorts and jeans were huddled on a London sidewalk, up to nothing much, in drooping indifference for Britney, when out of a passing taxi leaped a well-dressed middle-aged man who descended on them with brutal and unceremonious force. Shaking the youth by the shoulders, the man yelled "You've ruined my children's lives!" At which the youths dredged up some dramatic threat of energy and punched the man in the chest as the music. Nothing like it for rockers' scene. It was a case of mistaken identity. The middle-aged man had taken the youths to be Johnny Rotten, who with his group The Sex Pistols has fascinated and inspired half Britain since the fall.

They call it punk rock, a bizarre phenomenon out of Britain's hopeless urban back streets dedicated to hatred, disgust, and anarchy. Apart from The Pistols, the groups have such names as Clash, The Stranglers, The Cars, the Jam (all-punk group), and The Damned (known for a number called "Pete" Spinto, the lead singer—mostly teenagers—have names like Rik, Scabies, Des, Generation, and Sid Vicious, the cult movies are *A Clockwork Orange* and *Raise Your Voice*, *Sex Machine*, and *Urban Guerrilla* must be seen, but do not call them the rock safety pins arrived at random (in clothes or body) and lacework chains looking new to us.

Most prominent are Johnny Rotten, 26, and "Ned" to drink," and The Sex Pistols, who cleverly jumped to notoriety as the fall by wearing obscenity and often at a live bust during punk time for the toddlers (evening) on their faces by spitting and cursing their way through London streets. Rotten's do-over-manage is Malcolm McLaren, 39, who runs a leeky Chelsea boutique called Seditionaries. About a year ago in the store a ginger-haired, whorl-faced kid caught McLaren's attention, "I was drawn by his deviousness." The unusual creature who used to serve him? "I never knew McLaren." So I asked him if he wanted to sing in a band? "With such a do-over, it's no wonder that Rotten says naturally. But so does George Harrison. The lyrics are simple as water. Simple from America. In *The U.K.*, the Pistols' success hit. "I am an amoeba. I am an amoeba. Don't know what I want but I know how to get it—I'm a dirty monkey." Antisocial behavior, however, has led him to a halfway of rock n' roll. Bill Haley, Elvis Presley, Mick Jagger were all seen in the store to society in their time.



Rotten (center), Rotten and The Pistols (above) and what every self-respecting punk rocker is wearing this year (right)

At a time when words of more than four letters and any off-limits punk rockers suggest ambivalence that they revile a partly against society, partly against the way in which rock stars have grown rich and become from the fans who made them. But what happens if you are Rotten, Rotten, Rotten and the other radically rebellious epitomes exist on intentionally and grow slightly rich too? "You can't play dirty punk rock and eat well at the same time," says British psychopaths in another Peter Marsh.

Meanwhile the punk rockers are working at what they do best: researching stunts. Currently Rotten's mob is working on a new song called "I'm a Punk Rocker" will sing it to the tune of *God Save The Queen*.

## Numero Un

Under the stars of the 100th St. in Toronto, 10,000 people showed at the foot of a stage on Montreal's Mount Royal. In honor of the holiday *Rock On*, Quebec's most important pop band had organized a job. Using all their energy they had acquired and had had 25 of the province's most famous rock musicians appear with them. Each dressed in a vibrant white and etched through a single of occasion cards to a wall of speakers they started to play a single song—together. With their guitars holding in their hands looked like a sea of simplified Rockers waving across the apron of the stage. The



CAROL ROSS/REUTERS

group moved across and across, and the song worked and the immense crowd trapped into chaos. The 26 included the French-Canadian equivalent of the Beatles, Rolling Stones and Bob Dylan, and the show sponsored both the new music and visibility of Quebec pop and the faculty in favour of Montreal's *Rock On*. The band guitarist Michel Rivard, 26, Michel Harris, 31 and René Desrosiers, 26, singer Michel Michèle Desrosiers, 26, and drummer Pierre Bédard, 26, had just released their album *Le Nouveau Jeu* in

# Museumobiles parking where the people are.

You'd be surprised how much mystery and beauty you can cram into these tractor trailers joined together to make a museum on wheels. For a starry-eyed kid in a remote northern community who has never had the chance to visit Toronto, Montreal, Winnipeg, Ottawa, Halifax, Vancouver—or any other city with a museum or exhibition centre—the *Museumobiles* open the door to the wonders of Canada as it was, as it is, and as it might be.

Parking where the people are—use of *Museumobiles* to present the countless marvels of man and nature—is a joint venture between National

Museums Canada which supplies displays, transportation and funds, and the Associate Museums in the regions which develop the story lines.

Since we started less than two years ago nearly one million Canadians have passed through the doors of the Canada North and Canada West *Museumobiles*. Now on the road with them is the new Atlantic Canada unit. Each of these *Museumobiles* will cross the country and bring to the people who see their exhibits a feeling for the natural and human history of the regions they represent. It is the goal of National Museums Canada to have *Museumobiles* on the road

representing all the major regions of the country by 1990.

National Museums Canada also helps fund the training of Associate Museum staff and repatriates and prevents the export of objects that form part of the Canadian cultural heritage. These programs are examples of the many ways in which National Museums Canada and museums and galleries across the country present the various cultural strands out of our past, to give us a better understanding of the elements which have shaped our country and helped form our proud, and distinct Canadian identity.



**NATIONAL MUSEUMS CANADA**

helping bring museums to people



## Beefeater

When you have a taste  
for better things.



The *Beau Dommage* appeal lies not so much in their usage, which is pleasant, as in the demanding and romanticism of the age. Southern California writings of Crosby, Sells, Nash and Young, as in the lyrics which are sung in street language (jazz) and incorporate scenes lifted from contemporary Quebec.

Not every Goyne likes Bruce Darnall (Miami's *Goyne* pop writer Juan Rando says Darnall's early songs as "cherry-blossoms"), but enough do that the band has been able to fashion success in its own style. "We are more public figures than stars," says Mišel. Beyond As public figures go, they're scarcely low-key: living frugally in rented apartments. Their politics are unambiguous: Pro-gay; the morning after the Part Quilicoes' victory on November 15, the band started work on their third album with a special feeling of need to make a statement.

Apprentices in English Canada are usually in the gear fixer. Last year's music awards in which they were passed over by the largely English-speaking judges have left them wary "When they assign you to read Z-34," says manager, "You saved willy." Says a now you're not going to win." As a result, leaving outside Quebec has a low priority in the group's home schedule. "Sure we'd like to tour Canada," says Bertrand his show/club act is a half-hour, "but only where English Canada makes the same attempt to understand us than Quebecers made in a downtown Polka Bar." 1986/1987

## Television

Gzowski's problem is that he isn't slick. Harnel's problem is that he is



Guaranteed! Meet better, sorry than sale, or better sale than sorry! Choose now

[illegible]

second—he is going to know about it. But sometimes he seems to feel he has to know about that too, with an embarrassing air of awkwardness and indecision.

No matter how hard the grand actor, story editors, limos and executives try, Gromoko can't be packaged or sold out. The question is: Is it worth our time (90 minutes every weekday evening when we could be watching expanded local news or late movies) and money (reportedly \$15,000 per show) to watch Gromoko work out his personal tribulations, aggressions and fantasies on national television?

The latest Nielsen ratings suggest that only 325,000 viewers tune in, comparing unfavorably with the 536,000 who tune to CTV's *Alan Hansen Show* every afternoon. It's tempting to think that the actual and

anxious that Hameel would be too boring, jobless Glavens at 70 Missouri Ave. (He usually does a better job than the doc's Bob McLean, who comes earlier with his pitiful, nervous national version of Elwood Glavens' old *Lantern Daily* McLean's show has two few viewers he reported by Netflix as all I there can be little drama that Hameel would be smoother and easier on the viewers, and the guests too. He comes clean, personality and banterful. Derived and sold by Paramount Pictures on CBS, the program is an update version of the famous American late show - not surprising since producer CUNY Times, spent eight years working with Johnny Carson. You can sit. At the top of the heart Hameel, with Nathan, skin, showing, building.

boards out on stage and launches into a lively, if tame, monologue. There follows a string of sketches, comedians and warblers of his singles. The tone is brittle and brittle any hint of controversy or topicality except one during "a message from our sponsors." Blument, who tapes the shows in Vancouver, must 65% of the guest list be Canadian. Sure it is, if you note Moose Jaw born Art Linkletter is a Canadian.

Several of the 16 crew members carrying the Blument show would like to repeat it as often as the news, at the moment, this is

with articles but nothing could stir the cold water into the threat of an excommunication more than the threat of having the comedy *Himself* played at the West End Theatre.

Still, Grawold's success in eluding prison better illustrates his cunning producer. As *Frankie* cheerfully admits, "I took a long time to find it out." Given his own words, we doubt he's estimating things such as a hapless Graham Chapman for *Monty Python's Flying Circus* being away while a comedy troupe of regulars between Grawold and his pal Danny Finkelman are the authors of prison drawings before an up-and-coming *Wallace and Gromit* Jackson. A lot of the incidents have been mechanical and should have been solved much earlier, especially considering that Grawold and his partner, *Frankie*, have been the producers of *The Cinema Is The Morgue* and the 10 Women Year was subjected to its

most serious planning and scheduling in our history. It is only in the last few weeks that Frame and senior producers Bob Fink and Bob Goldstein began to turn in our cards on *Kenzo*. Grawdo is looking down at the director and says nervously, shuffling paper, or jumps changes that show Grawdo do catch his breath between 10/11 an interview with a Manhattan witch and a conversation with assistant local officials of the Secretariat of America. It has made the show smoother and Grawdo realized enough to join with the music.

[illegible]











are of raising them into a progeny of the infinite." These days—when the reader of our books (or mass-marketed) and all information must be ready-processed and worldly ready to give life—such aspirations are as foreign as they are desperately needed.

"Thought and experience are inseparable." White writes. What White, 45, eloquently begins with the memory of the demented language he is able to give to each of his characters, a language as simple as that resonant as a public dropped anemone spreading rings of widening consciousness. The truth of his characters' existence is developed by the power of language, producing metamorphoses that in later works would be dependent solely on action and plot.

Among other works, White has given us *Aspen in The Chosen*, as convincingly complex as a cathedral. *The Answer* is an incredibly funny invention. Its pungent short stories collected as *The Answer* and *The Secret Mountain*, in which the creature is metaphorically confined into a single glass mirror above all. Plus his metaphors, a profoundly moving novel about the attempted conquest of distance and wilderness, remains as pure as powerful that it is a step to our minds, restrained by what we feel is beauty when all along we realize it is only truth.

Through them all—even if sporadically in his less successful *The Eye of The Storm* and *The Vengeance*—runs White's extraordinary heart-pounding ability to show the boundaries of the world's experience. The cumulative effect is one of majestic sweep and power. *A Prayer Of Green* responds to.



McCloskey and his books getting there last fall the fun—it's all of it.

occasions of American cities where security guards guard him along mass-like corridors in his human state.

His conclusion John F. Kennedy altered the image and style of the American bourgeoisie. His "poetic America moving" picture, combined with massive federal subsidies for aerospace research and electronic communications, picked the innovative Dow Chemical time and Polaris corporations into the competitive front line of industry.

Brilliant new leaders rose from their ranks. Unlike the previous steel tycoon Carnegie or steelier General Motors, he was not of the 1950s; they were in team playing, reminiscent of the 1930s. U.S. shipping lines advised by French business De Tompkins, they were remembering a game of chance, a revolutionary crust, a battle.

These modern pioneers take their style from JFK, who founded America's movement and challenged Soviet opposition. Kennedy's in a spirit of "Glasnost" played with nuclear warheads. Kennedy's "adventurous" desire to support McCloskey but advanced technology to allow in the cutting edge of U.S. civilization. Cleverness and powerful because they reflect not only of progress, ingenuity and corporations but America's best and brightest, in England's, Elmhurst. I loved Kennedy's openness to her own. You may know a politician like this with Hume's grace and under pressure, he has a fan-glad close-distance team in his, the revolutionary (transcendent, ultimate, unattainable) industry. For now, he plays polo or tennis, wearing by pushing on the money's momentum. As top man he is even more than \$500,000 a year. With a passion for technology, they have small towns open and kids would like the presence in his hands (possibly, possibly) not for money but for glory.

# THE GAMES-MAN



THE NEW CORPORATE LEADERS

by Michael McCloskey

the celebration of gaming victories."

The Gamesman is a curious blend of Harvard scholarship and student, doctoral, post and nuclear war films. McCloskey sees it, world where love, generosity and corporations culture the human heart. It's a testament of ambivalence, praise for an underappreciated innovation, rise through the United States, from rail to Canada. Federal funds, Mead, note deflation, Canadian corporations, but there are no investment incentives for the entrepreneurial spirit that made industry work. That is Canadian phenomenon, the precious, survives only in the forgotten tales of Bar Stool and in certain areas of real estate. Canadian, an aware child, long-term risk takers. UNDERSCORE

## MACLEAN'S BEST-SELLER LIST

1. *Lady Gracie, Altered* (4)
  2. *Trinity, Love* (1)
  3. *Shocking Murder, Cigarette* (2)
  4. *Storm Warning, Agony* (2)
  5. *English, Vengeance* (3)
  6. *Touch Not The Cat, Stewart* (4)
  7. *Ghost Face, Maelstrom* (10)
  8. *Separation, Asher* (7)
  9. *The Lonely Lady, Roshida*
  10. *The Beckoning Way, Moore* (5)
- NONFICTION
1. *Roads North* (1)
  2. *Your Economic Zones, Dyer* (2)
  3. *Passports, Sherry* (1)
  4. *Real, Desires* (1)
  5. *The Nile Report, Arie*
  6. *My Country, Revier*
  7. *The New York Times, Broadway* (4)
  8. *A New Global Market, Stevenson* (10)
  9. *Altogether Florida, The National Fire*
  10. *Altogether Florida, The National Fire*
  11. *Hawaii Haggard, The Hidden Years, Pines* (2)
  12. *Emerson's Choice*
- Published with the aid of the Canadian Book Development Agency.

# The "Air Coil" Bed

you can fold and store on a shelf!



The "AIR COIL" is unlike any other bed you've ever experienced. You actually sleep on a cushion of air that naturally shapes itself to the contours of your body. You'll have the most satisfying and pleasant sleeping experience of your life. Try it for an instant you'll never forget.

The AIR COIL is a full-sized bed. Specially designed coils provide therapeutic support while they give soft support and conform to the shape of your body. And the ultra-velvet suede-look cover provides extra comfort. Yet washes easily.

Use the AIR COIL as your permanent bed. Keep it stored in a drawer or closet for overnight guests or in the car for whenever you get minutes in seconds with a hand pump or vacuum cleaner (two separate valves if either use nearby) to the softness or firmness you prefer. It's tough and durable yet light enough to carry with you.

Available in 11 bed sizes — twin, double and queen — each is packed in its own carrying bag. Price starts at only \$49.95, as low as \$29.95 and your guests to an incredible sleeping experience. Order the amazing air cushion bed today!

"AIR COIL" the air cushion bed you can carry in a bag!

TRY IT FREE FOR 15 DAYS

## Merger, anyone?

THE SUMMERS: THE NEW CORPORATE LEADERS by Michael McCloskey (Doubleday, \$14.95)

In 1968 locomotive intellectuals did not connect with engineers who built as literary technology for use in Vietnam. Predictably, Michael McCloskey's Washington School of Psychology colleagues were puzzled when he founded a six-year Harvard-linked mass psychiatry of a course in his lecture hall in just three weeks. The students, including John, Nixon and Tom, included. Surely, he knew businessmen were delicate and boring.

McCloskey—now 40, professor, psychomystic and director of the Harvard Project on Technology, Work and Character—was pulled into such hostility against his published studies. The Gamesman, director from Eisenhower into Clinton, when corporate executives were more blundered and security through leading like his. He wrote America's first revolution. It's given him access to 150 avant-garde managers, probing their dreams, motivations and values. Armed with Freudian-Bass techniques ("Describe your political philosophy if any") and psychomystic (inspired from Freud-Mercer, psychotherapist). Erich Fromm, he took the superhighways to his

## The 'Air Coil' bed — for natural sleeping comfort, quality constructed to take extra rugged use.

Specially designed coils act like springs in a mattress to support you, conform to the contours of your body. Soft velvet like cover provides luxurious comfort. Yet washes easily.

The Sleepers Gallery, 216 Dundas St. W., Toronto, Ont. M5G 1A7

You'll find the "Air Coil" Bed in the newly created, for use to use for 15 days. No money required. May return the bed for a complete refund.

1. Please send \_\_\_\_\_ your bed for only \$49.95 each, plus \$3.50 mailing and handling — total just \$53.45.

2. Please send \_\_\_\_\_ Double bed for only \$59.95 each, plus \$3.50 mailing and handling — total just \$63.45.

3. Please send \_\_\_\_\_ Queen with bed for only \$69.95 each, plus \$3.50 mailing and handling — total just \$73.45.

4. I enclose my check/M.O. for \_\_\_\_\_

5. Please charge to my credit card. ☐ Discover ☐ Master Charge

CARD # \_\_\_\_\_ EXPIRY DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ APT. \_\_\_\_\_ CITY \_\_\_\_\_ PROV. \_\_\_\_\_ CODE \_\_\_\_\_

Outside residents add 7% provincial sales tax. Quebec residents add 9.5% provincial sales tax.



# Internal warfare strikes Toronto literary mafia family; many wounded; no end in sight

Column by Allan Fotheringham

What all promising careers need is a few good literary friends and so it is appropriate that Toronto, all polished up with its Vancouver-style days, is approaching also in the field of the literary scandal. There is an internal literary vendetta about with practically each week producing new revelations, unspooled arguments, and revealed scandals for the delighted voyeurism spattered with blood on the tables in the Toronto Press Club bar. It had so much fun since the late 1980s when Brendan Behan tried to throw a molecule cover over a Toronto cup case.

The city has been making reasonable progress in typesetter rates for some time, perhaps typified by the tame crime Jack Buten's wife wrote a letter in the editor criticizing his handwriting, an exercise that aroused all their friends and completely repainted the poor public. The art of literary association is an honorable one with a noble history that heretofore mostly revolved in the intellectual magazines that value it to the common room and not much further. What is interesting about the current trend is that the slandering and speaking is now going on out in the open in vulgar newspapers where the public can watch it's mostly in hockey and week-alter-alter.

A star of the high society and bounding in the tracks, now at her to appear in town. He is Conrad Black is a millionaire Toronto lawyer, owner of a string of small newspapers in St. Quebec and P.Q. who has been six years in prison, a \$45 million, \$10.95 million (Cdn) Black is a wealthy quiet grand of his own money and has reacted like a bull in a fight in heat to critics who attacked it. The Globe and Mail with its well known sense of humor, as signed Dr. Ramsey Cook, the York University lecturer, in the task and his conduct was in line clear-cut "verbally inflated."

badly organized, ungratifying long, a remarkable volume. The story is that within 10 hours of the Globe hitting the street a shocking Black was knocking on the home door of the publisher with his reply.

Black and Cook, it should be explained, do not like each other. There was a dramatic party back in Black's chair and Black took the occasion of including a footnote in his book, in a phrase about "little and famous" literature to dismiss "the shameful opposition of Ramsey Cook." That, as it turns out, was more warming up. In The Globe reply Cook became "a startled, supercilious little new" and on TV Black said he had "the profes-

sional effect of a cockroach." Good stuff! The city is just taking on some of the true richness of London.

Author Black is sensitive in a long distance. When another professor, Dr. Walter Young, reviewed his book in The Vancouver Sun as "abhorably long," "disrespectful," "superior," it is a bit of a bit. Black turned back to the public letter that had to be delivered in an asbestos pouch. Twenty-six of the 20 sentences in the review were "false," he charged. He had never heard before of Young (who was a Rhodes scholar, head of the political science department at the



Black: they can't push his nose around

University of Victoria and author of a respected history of the city) and do not expect to hear from him again.

In such robust going it has not been a good season generally for academics. The next unfortunate victim was J. L. Grossman, another York history professor who relieved himself of a planet's white in The Globe that all these bookworms pop history since in Pierre Berling, Barry Broadfoot and Walter Stewart were cheating the academics of their rightful grant and were producing "berry sloppy... trivial pop." Berling was accused of an "alarming error" in that he "transcendently" was "interesting." The left professor truly seems a traffic accident prone. He got the name of Stewart's latest book wrong and in the same paper on another page was apologizing for an error he'd made accusing for Arthur Hughes of "wringing a clock (and, Berling of course, doubt in for the kill, warning, "Well, pro-

fessor, I sure as hell don't emotionally mistle my work." Berling accused it all the way from Washington, etc., reminding Globe readers that this was just another of Grossman's "berry sloppy and disgusting exercises."

Cook and Grossman are lovers for punishment. Our next conflict involved a double teaming job on Bernard Ostry, the famed Ottawa scholar and no mean man himself in a high-level dictionary battle. Cook did a savage job on The Age of Maudslow King, the 22-year-old book by Ostry and Harry Ferns that has been reviewed. The most theme of the Cook piece seemed to be that Ostry was elegant clothes. There was an artificial left job in doing this. Ostry, as contrast of the device King, in fact followed his model perfectly—an ambitious but who went to Ottawa as a humble civil servant, fell in with Liberals, acquired no more in the Gintress and gradually took over the country.

The wily Ostry if he had not earned it. If Scott Fitzgerald would have had to invent him does not let the fact he is now head of the National Museum, deride him from missing off the line that King was "on the take until the day he died." Grossman promptly attacked, charging there was no proof Ostry "revived" but the previous number of 70 years more from a modest family, spent 40 years in public life while being a favorite of such as the Radio-Edwards and a moderate. How come?

The indefatigable Grossman might look with satisfaction about this approved book that he had bought out (in 1961) Senator Eugene Finney attacked the professor for the Mighty god, publisher James Lorimer attacked him for the review that and attacked Ostry in contacting him who lived on a Vancouver boat he show he had proof King had been a homosexual.

All of this without mentioning the most serious surgery of all—the job done by Dallas Cowie that second volume of the Daubenthor memoirs. It was one of the longest reviews ever allowed any reviewer—more than half a page. Far Cump it was obviously a labor of love for the reader even more an collector's item.

The word is about that the reason for the long delay in the second volume of Cowie's own work is that he's going to London. David held off and the third and last volume is stalled and then get even Cook Grossman, Ostry Berling and Stewart of course will be in on the kill for that one too. We'll soon have to recruit Black. His opponents are too good to waste.



'Now that's Triple Crown.'



Triple Crown. The whisky for the light drinker.



# AN INCREDIBLE RESPONSE

When we first introduced Matinée Special Filter, we tucked a little card inside the packages—asking folks to drop us a line to let us know what they thought of it.

The incredible part is this: of the 674 notes\* that we've received to date, 659 (or a little over 97%) told us what we've been saying all along—Matinée Special Filter is the mild cigarette that actually tastes good.



## MATINÉE SPECIAL FILTER

THE MILD CIGARETTE THAT ACTUALLY TASTES GOOD. OVER 97% SAID SO\*

\*Responses may be viewed on request.

Warning: Health and Welfare Canada advises that danger to health increases with amount smoked—avoid inhaling.  
Average per cigarette: 100's: 11mg "tar" 0.8mg nicotine. King Size: 10mg "tar" 0.7mg nicotine.